

Plain Talks

GULF STATES UTILITIES COMPANY OCTOBER, 1952





MY NAME IS RANCHO. I'm a registered Brahman bull, and my ancestors came from faraway India, where people believe we are sacred. Here in Texas and Louisiana, folks also think highly of my breed, but for somewhat more practical reasons. The young man standing behind me is Master Royce Vaughn of near Cleveland, Texas, and we met one another under rather unusual circumstances — a calf-scramble at the 1951 Trinity Valley Exposition in Liberty, to be exact. Gulf States Utilities Co. donated me for the occasion, and because I was much smaller than I am now, Royce was able to catch me and claim me for his own. He is keeping me to serve as a herd sire, and I will help him get started in the cattle business. Royce also is counting on my help to continue his education so he can take his place in the progressive agricultural field of the Gulf States Region.

A WAY OF GIVING

"In giving, a man receives more than he gives, and the more is in proportion to the worth of the thing given."

Without philosophizing we recommend a moment's reflection on these words particularly at this time. For this is the time when Gulf Staters in a number of places are asked to work in annual fund drives or to contribute to them. This is Community Chest time, or as the case happens to be, United Appeals (Beaumont); United Givers (Baton Rouge); or United Fund (Port Arthur).

In this fast moving and fast growing age people do not have the opportunity they once did, to visit among their neighbors, to learn first hand the misfortune and tragedy that may befall them, and to personally extend a hand of comfort and help. Except in rare instances this job has been delegated to our representatives who have been assigned this noble and praiseworthy work as a full time professional job. These are the agencies of the Chests and Funds to which we will soon be asked to contribute.

When you give to your Community or United campaign you help many people, people you would help personally if you had the chance. You aid fellow townsmen who need your help; you help a neighboring townsmen who has suffered some unusual calamity; you contribute to the well-being of men and women in our country's armed forces; you share in providing essential health and welfare service where defense creates special problems and you participate in character building for our children.

You can only contribute time or money as a rule so to most of us today the *worth* of the thing given is the spirit in which you give it. Remember this when you are asked to give — and give thankfully.

GULF STATES UTILITIES COMPANY

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PLAIN TALKS



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OUR COVER

FATHER AND SON, veteran Gulf Stater Dick Haddox of Navasota and Rice Institute halfback Dickie Bob Haddox, provided PLAIN TALKS with a cover for October as the football fever reached almost epidemic proportions across the nation. Mr. Haddox, line foreman in the widespread Navasota district, looks justifiably proud of his son, who at publication time was expected to give opposing players plenty of headaches this season.

A GULF STATERS' DAY

FIRST OF A SERIES



IT'S OFF TO WORK WE GO for Head Fireman L. L. Thompson as wife Bessie bids him 'bye. In the following sequence of pictures Plain Talks begin a series of picture stories on various jobs in Gulf States.

EVEN you probably never give it a thought but every night when you are winding up your day's routine and getting ready for bed a certain number of fellow Gulf Staters are reversing the procedure and just getting ready to go to work. These are the shift workers, that group of operating and production department employees who make it possible for all of us to have light and power at our fingertips—day or night. These men periodically "shift" their work schedules around the clock in eight hour periods so that all such employees share alike in working the lone-

ly "midnight" and the other watches in their 24 hour day. Hence the term "shift" workers.

One such worker is L. L. Thompson, head fireman at Neches Station. Thompson is one of the 17 firemen it takes to fire the eight boilers at the big 265,000 kilowatt Sabine-Neches area station during a full day. His is typical of the some 200 various routine operating jobs in the system's three major generating stations where that marvelous elemental force we call electricity is born. There are a number of

other jobs required at the plant but these normally are regular "day" jobs. All jobs, whether operating or maintenance, require responsible and experienced men who on a moment's notice can handle most any emergency that might occur in the plant or in the system.

Reduced to essentials, Neches and the other power stations are places where we put fires under boilers, use the steam made in the boilers to revolve turbines which in turn spin electrical generators, which actually create the Reddy Kilowatts. It isn't as simple as this as each one of our big plants is full of motors, gauges, controls, pumps and other equipment. Some is more delicate than a wrist watch and some as big and sturdy as a 10 ton tank.

Actually, power plant equipment has now become almost automatic in its operation, but no manufacturer has yet made a perfect piece of mechanical equipment that cannot possibly fail. Therefore, the workman must provide constant attention and knowledge of the machine or equipment in case of failure or faulty operation.

(Continued on Page 4)



1. "SHOOTING THE BREEZE" and catching up on the day's happenings occupy the bus riders during the trip to the plant. The bus makes a ten mile round trip from Neches to downtown Beaumont for every shift. The company's two big Louisiana stations are also located several miles out of town. Shown with Thompson are, left to right, Daigle, Z. B. Brown, Radley, C. J. McGee and M. N. Jensen.



2. THE "MIDNIGHT RUN" catches every shift worker in due course, and here Tommy starts on his 11-7 night time schedule. He is seen boarding GSU's Neches Station Bus, a transportation service the company provides for power plant workers. Tommy, like many other of his co-workers, lives close by the bus route to take advantage of this convenience. A. S. Daigle, Clyde Radley and Driver H. J. Doyle can be seen in the bus.

4. TOMMY CHANGES CLOTHES before reporting for duty, utilizing locker facilities in the power plant building. R. L. Cochran is seen at the locker behind Tommy. Showers adjoin the locker room and workers can clean up and dress for a party right at the plant if they choose.



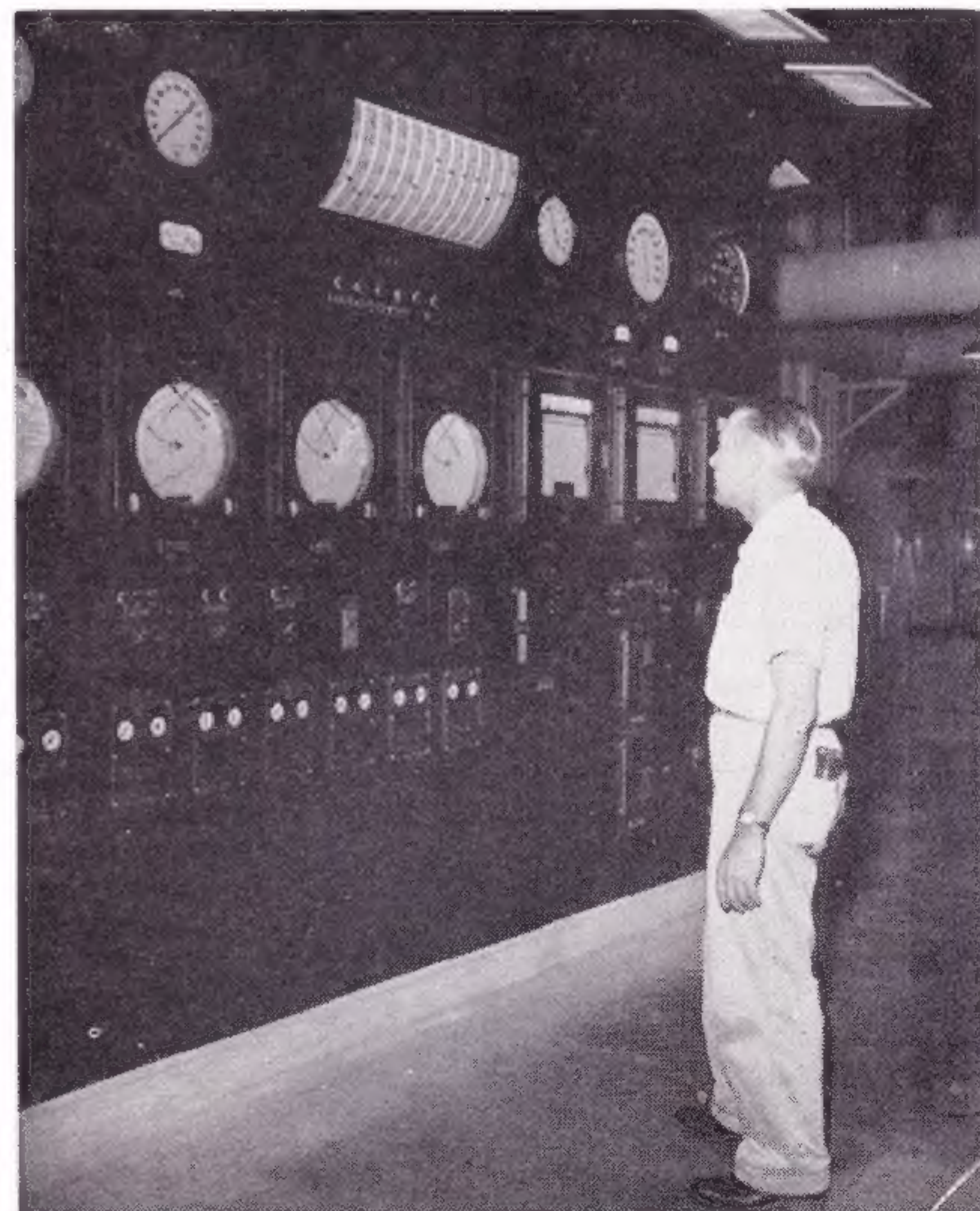
5. CHANGING SHIFTS is the highlight of the night at Neches. Here Tommy takes over from Head Fireman H. T. Hendriksen who has been tending boilers No. 13 and 15 since 3 p. m. It is the responsibility of a head fireman to operate the boiler room, including all fuel handling equipment in connection with boilers.



3. THE PLANT IS PROTECTED at all times on Army orders,, and everyone entering or leaving the plant must be checked by guards. Regular employees have identification badges which are kept in the guardhouse where they are picked up as the employee goes on duty. Here Guard J. R. Taylor passes out badges to M. N. Jensen, Tommy and D. A. Fagg. Bus Driver Gilbert Batiste can be seen at far left.



6. A NEW ATTENDANT'S FIRST DUTY upon relieving the prior shift's counterpart is to check everything. In the preceeding picture, H. T. and Tommy go over figures on a boiler and discuss improved gas efficiency since a boiler air control was overhauled during the day. In this picture Tommy gives the boiler control board a check to see how other things have been going.



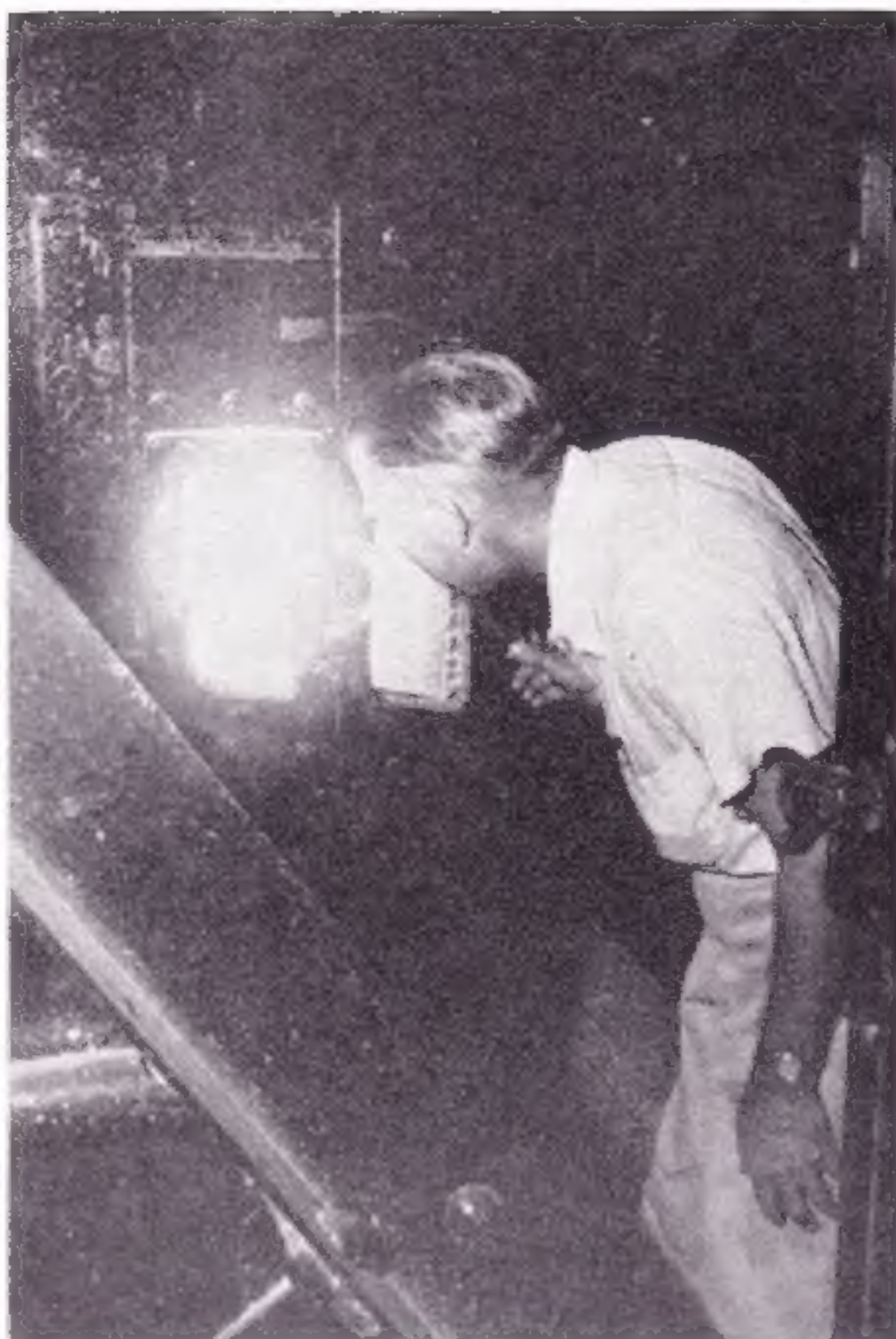
A Gulf Stater's Day

(Continued from Page 3)

Mr. Thompson's work, as his title implies, deals with the first manufacturing process, that of handling the boilers and their appurtenant equipment. Others doing somewhat similar work keep tab on and operate the other equipment on the turbine floor, the switchboard room and auxiliary stations. His first job on taking over a shift is to check the condition of equipment and the records and charts of the prior shift. Then during the remaining eight hours he is to maintain proper fire under the boilers, check pressures, temperatures, flow rates of water and steam, make calculations of gas consumed, water used and the general efficiency of the boilers. This requires continuous and regular checks and recordings of these checks.

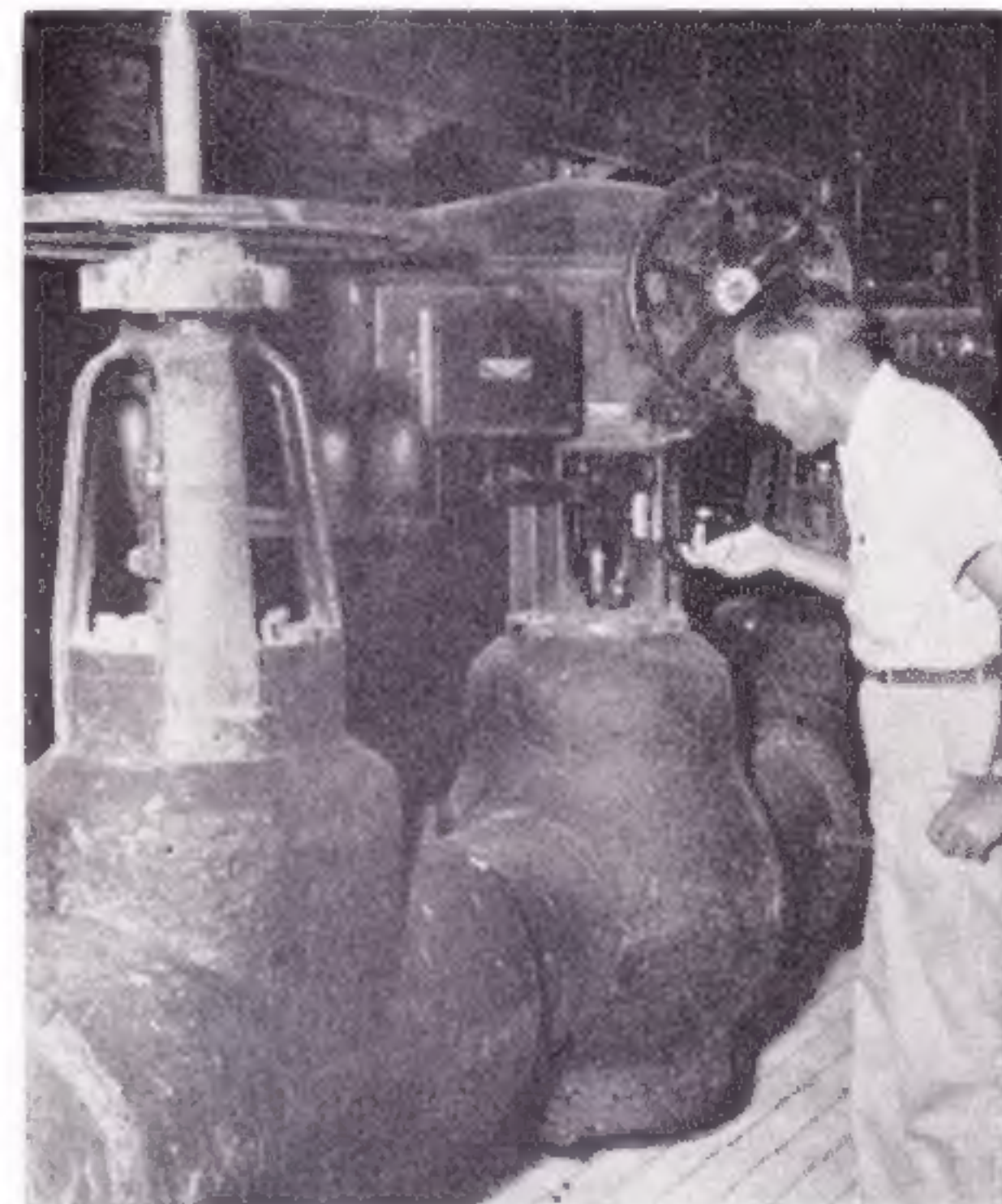
Major phases of getting this job done are shown in the pictures on these pages, which could be called "My Day," enacted by L. L. Thompson, Gulf Stater.

(See next page)



8. NECHES' NEW INDOOR-OUTDOOR UNITS, right, require routine checks on equipment located outside the boiler control room. This is a nice break in summer since the post inside is always rather warm, but in severe winter weather is it a chore that one doesn't linger over. Tommy uses his flashlight to check a position indicator on a feed water regulator and to check on valve stem leakage.

7. A FURNACE DOOR CHECK, left, is made on the boilers to see that the fire brick lining the inside of the furnace is not breaking or falling in. A visual check of the gas and air mixture can also be made by looking into the "peep" doors, located at every side of the furnace. The fire heating the big Nos. 13 and 15 boilers must burn at 2300° Fahrenheit to maintain the 900 pounds pressure and 900° steam temperature required to operate the 60,000 kw turbine they serve. Almost 26 million pounds of steam are delivered from these boilers every day.

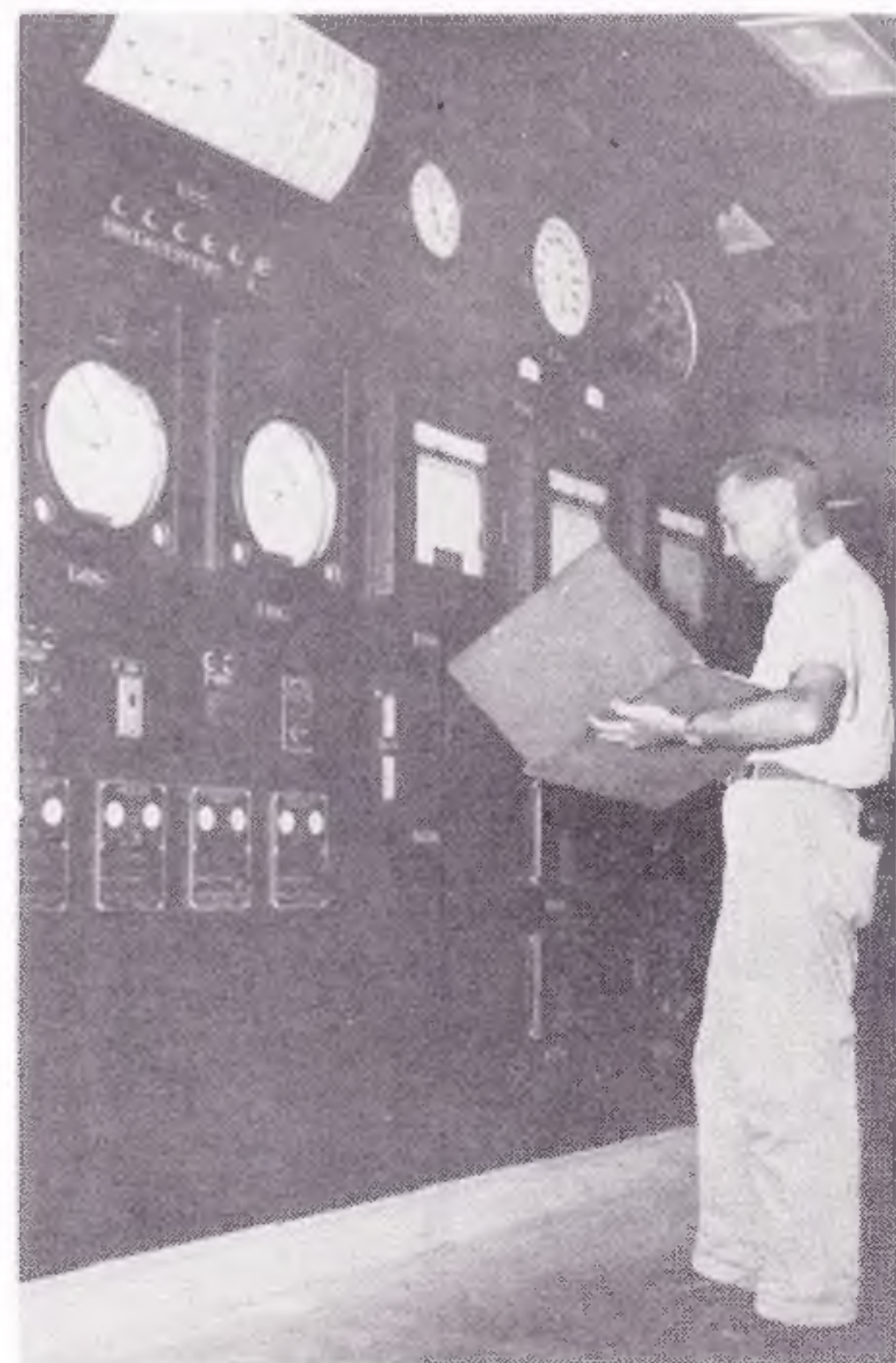


11. AN HOURLY RECORD is kept on all charts and indicators on the boiler control board. These records are tabulated in a log book, which Tommy is holding here, below. The log sheets are removed from the book every day, together with some of the graph sheets on the board, and studies are made from them so that every efficiency possible can be made in gas, water and steam usage. The Nos. 13 and 15 boilers alone burn 36,000,000 cubic feet of gas daily. The entire station uses 85 million cubic feet, enough to supply a city the size of Beaumont for almost two weeks.



9. AN OPERATING ENGINEER tours the entire plant at least once each hour, checking in with every employee on duty. On this inspection, above, Engineer Earl Griffith calls Tommy's attention to the boiler feed pump which has just been worked over. Assisting the operating engineer is the station engineer, the two being responsible for the entire operation of the plant.

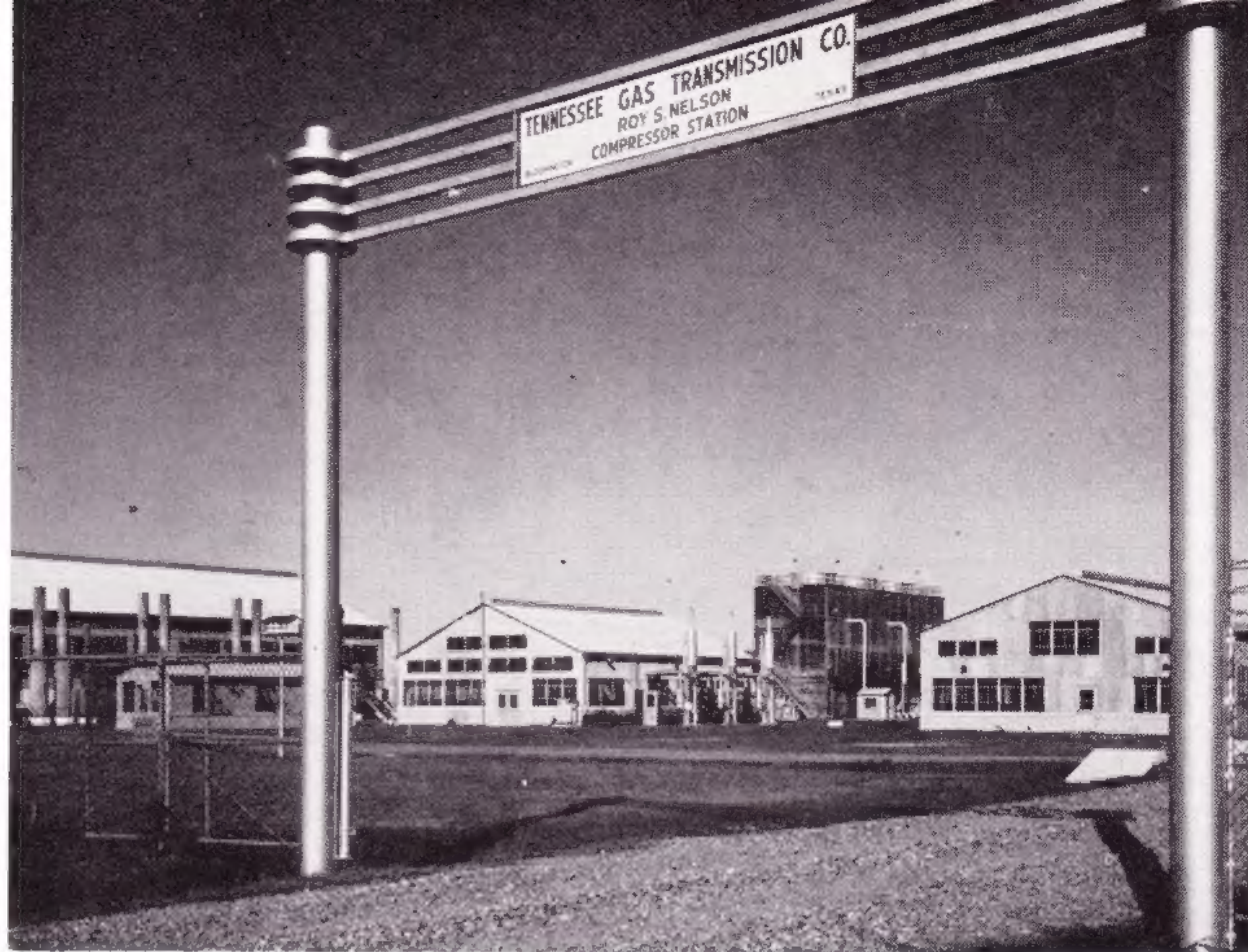
10. 'PHONE CALLS MEAN BUSINESS in the boiler room. The conversation here is between Tommy and the switchboard operator (located in a building adjoining the plant). The operator, who keeps track of system loads through the system operator (located uptown at Travis Substation) tells Tommy the system load is drifting off and "to drop 5000." At this time of year the system load falls off from a peak level at 8 p. m. to its low level at about 1 a. m. The operator can relay this message automatically if he chooses.



Gas Company Names Station for GS President

TENNESSEE Gas Transmission Co., which operates a natural gas pipeline system reaching from South Texas to the New York-Massachusetts line, has named one of its new compressor stations after the president of Gulf States Utilities Co., who also is a director of the gas transmission company.

"Roy S. Nelson Compressor Station" was completed last month and is one of the 21 used to maintain the flow of natural gas through the Tennessee Gas Transmission Co. artery to the



densely populated and highly industrialized Northeast. By October, completion of three other compressor stations will raise the total to 24, the company has announced.

The station named after Mr. Nelson is TGT's number one compressor station and is located near Victoria, Texas. The firm follows the practice of nam-

ing stations after present or former directors or officials of the company.

Mr. Nelson, who has headed the Gulf States organization since 1942, became a director of Tennessee Gas Transmission Co., in 1946. A metal plaque, inscribed with Mr. Nelson's picture and biographical sketch, is on display at the compressor station.



12. "THANKS. BE SEEIN' YOU," says Tommy to a couple of co-workers who have given him a lift home after work. He usually gets in around 7:25 a. m. after a "midnight."

13. WITH HIS "DAY" MADE Tommy does pretty much like the rest of us, that is relax for a bit and catch up on the news. Most shift workers "hit the sack" soon after eating breakfast—or is it dinner—and get up in time for lunch—or is it breakfast? What do you think of a shift job?

A GULF STATER'S DAY concluded

Mr. Thompson has been a Gulf Stater for over 14 years. He, like others in this classification, has had to work up through a variety of jobs in the plant to achieve his present position. All his service has been at the Neches Station. Luther, who is a navy veteran, is married and lives on the corner of Ave. B and Pipkin where he

owns his own home. Like a good many other power plant workers, he has selected a home fairly close to the company operated Neches Station bus route so that he can be within walking distance of the bus stop.

His is just one of the many jobs it takes to provide "Dependable Public Service."



CLEAR the FIELD!

... here come the girls



PORT ARTHUR "HUSSARS" (l. to r.) Mart Rhea May, Marilyn Moser and Carol Goodwin afford closeup of colorful Hussar uniforms. Red and white keynote outfits and create a lively effect.



IT'S HALFTIME at a high school football game in Orange, Port Arthur, Lake Charles or some other city in Louisiana or Texas. The players are leaving the field for a brief respite from the mayhem. As a shrill blast from a whistle at one end of the stadium turns all eyes in that direction, the public-address system announces:

"And now, ladies and gentlemen, entering at the north end of the field ..."

The newcomer is likely to suspect that a typical American high school band is ready to step out for a half-time performance of music and drill formations. If he's in a number of towns in the Gulf States territory, however, the visitor is in for a surprise.

As likely as not, the out-of-towner will blink his eyes as a dazzling column of smartly-uniformed high school girls, marching with the precision of British Grenadiers, heads down the field to the throb of drums and blare of bugles. It would seem that the female of the species, hitherto relegated to twirling a baton or playing a lady-like clarinet in a male-dominated band, very definitely has come into her own in some football circles.

PLAIN TALKS suspects that girls' marching units of the Port Arthur-Orange-Lake Charles section could compete confidently with those of any similar area in the nation. Although a system-wide review of such organiza-



tions isn't possible here, and several fine units could not be shown due to lack of space, the editors have rounded up photographs from five high schools as samples of evidence.

Pictured here are the Bengal Guards of Stark High, Orange; the Red Hussars of Thomas Jefferson High and the Colleens of Bishop Bryne High, Port Arthur; the Kilties of Lake Charles High and the Gatoettes of LaGrange High.

The Red Hussars from Port Arthur, co-sponsored by Miss Bettie Jo White and Miss Bettie Reid, observed their 22nd birthday last month, and they have a long record of impressive appearances at football games, parades and other events. In 1935, after exhibiting their talents for a visiting British ship, the H. M. S. Danae, the Hussars were presented with special

bronze medals by the captain. Warner Brothers studios once made a short movie feature on the group, titled "Hussars on Parade," and it was widely exhibited.

With a total membership of 94 girls, the Hussars muster 79 marching personnel and make use of snare, tenor and bass drums, bell lyres, and five ranks of bugles, which include soprano, tenor and baritone instruments. Colors are lively red and white.

Founder of the Hussars was Miss Elizabeth ("Smitty") Smith, and it's believed the group was the first combined marching-and-playing girls' squad in the state of Texas.

(Continued on next page)

ABOVE we see the girls' marching organization of Stark High, Orange, the "Bengal Guards." The unit even has lasso-wielding cowgirls! Below, arrayed in the garb of Bonnie Scotland, Lake Charles High "Kilties" pose on football grandstand. The Kilties once marched before a crowd of 82,000 persons in New Orleans.





Batons spin, flags fly . . .

As Mrs. Lawrence Hustmyre several years later in Orange, "Smitty" organized the famed Bengal Guards at Stark High, and this group made its official debut in 1936. The Orange organization also has achieved widespread acclaim down through the years. Now under the direction of Mrs. John P. Cerminaro (Mr. Cerminaro directs the all-male Bengal Lancers band at Orange) the Bengal Guards number 120 members this year and, strikingly dressed in black, white and orange, create an imposing spectacle as they parade before football fans. A glance at their group portrait in this issue of PLAIN TALKS shows their wealth of instrumental variety.

Back in Port Arthur, the well-trained Colleens of Bishop Byrne High provide that city with another girls' marching unit. The Colleens were founded in 1947, and Mrs. John W. Steck has been their guiding light since organization. Seventy-seven Colleens wear the familiar green and white uniform, and their roster includes a drum major, three majorettes, two mascots, six color guards, drum section, bugle section and six cheerleaders. A point of pride with the Colleens is that they themselves earned the money to buy their instruments.

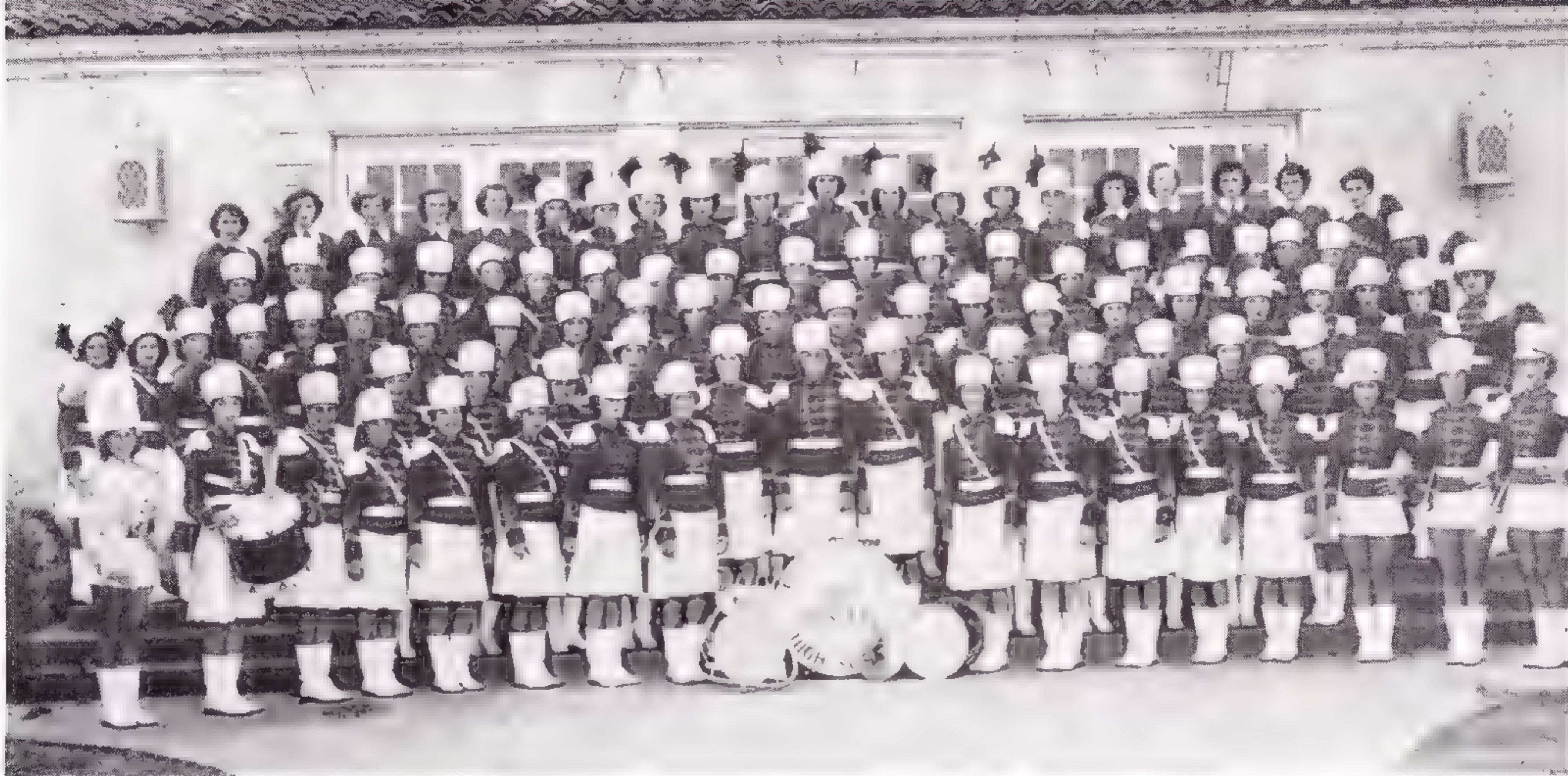
Across the state line in Louisiana, Lake Charles folks also enjoy plenty of entertainment on special occasions from girls' marching units. The Gator-



MARCHING straight at you is LaGrange High School's unit, the "Gatorettes," with head drum majorette Helen Hebert in the lead.

DAUGHTERS of Gulf Staters marching in the Gatorettes are (above) Libby Larkin, daughter of Slim Larkin; Barbara Johnson, daughter of Curtis Johnson, and Jerry Ann St. Dizier, daughter of Jerry St. Dizier. **RIGHT**, members of the Kilties are Elizabeth Ernst, daughter of Leonard Ernst, and Olive West, daughter of George West, both L. C. Gulf Staters. Kilties' sponsor, Miss Iris Murphy, is at far right.





Port Arthur's "Red Hussars" attracted attention even from Hollywood.

ettes of LaGrange High, formed in 1945, and the Kilties of Lake Charles High, dating back to 1939, fill the bill.

The Gatoettes have 112 members on the roster and march attired in crisp-looking pleated skirts, purple battle jackets over white sport shirts, purple and white overseas caps, and white gloves, white shoes and socks. At football games they serve energetically as both cheering squad and drill team, and on other occasions generously find time to participate in parades and a variety of civic functions such as the annual Heart campaign. Their sponsor

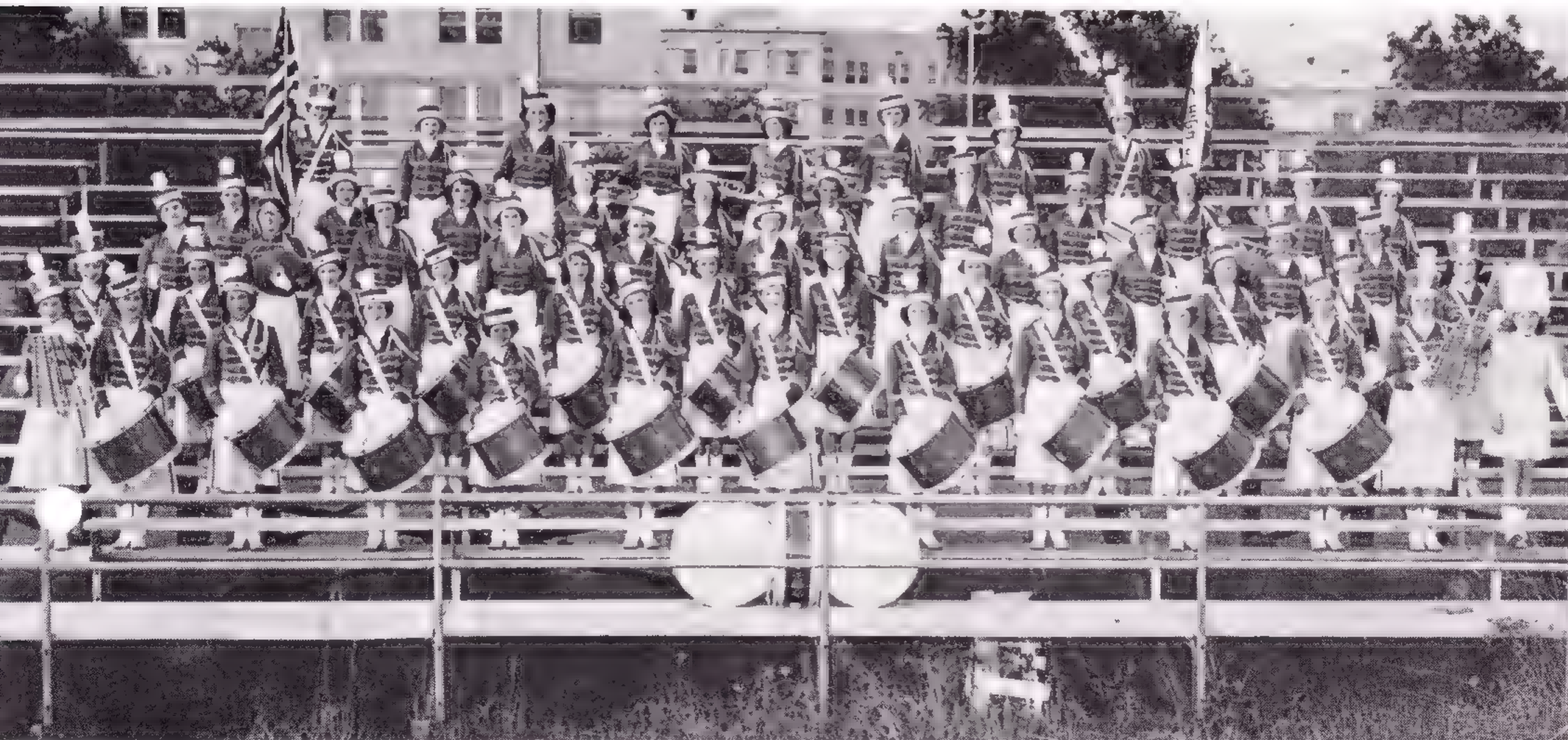
is Miss Pearl Nettles.

The Kilties, with a marching group of 102 and a total membership of 200 this year, are directed by Miss Iris Murphy, and their uniforms consist of scarlet tunics, Macduff tartan kilts and scarves, blue Glengarry caps, white leggings, white Sam Browne white gloves and black shoes. Civic functions, including tag day sales for veterans groups and collections for the March of Dimes, occupy the Kilties' interest every year, and the group has received high billing at such celebrations as the Crowley Rice Festival and

the Opelousas Yambilee. On New Year's Day, 1949, the Kilties marched for 82,000 people crowded into New Orleans' mammoth Sugar Bowl in one of the rare occasions that a high school organization has taken part in the annual football program.

Despite their many other duties and services, however, the units still keep their alma mater's football games high on their list of activities. And well they might, too. After all, what would a football game at Orange be like, for instance, without the Bengal Guards?

Another Port Arthur unit is the Bishop Bryne High "Colleens."



C. FRANK CONTOIS, sales manager of the Baton Rouge division, has been elected vice president of the Baton Rouge Port Association. Mr. Contois recently replaced Ernest Wilson, now chairman of the newly-created port commission, as Chamber of Commerce representative to the association. A former chamber director, Mr. Contois has been an active member of several important C. of C. committees in recent years.

J. KIRBY JONES has been appointed chairman of the publicity and public relations committee for the South Jefferson County United Fund. Mr. Jones is superintendent of the Port Arthur sales department.

G. HARRY RAFFERTY, of Beaumont, system consumers accountant, was notified early in September that he had been appointed to the activities committee of the accounting section of the Southeastern Electric Exchange for 1952. The notification also stated that the committee would hold its first meeting October 16-17 at New Orleans, but Mr. Rafferty, who is fair chairman of the South Texas State Fair this year, will have to forego the meeting as the fair will be underway during the meeting dates.

C. H. MEEKS, district superintendent at Orange, took part August 26 in a civic affairs transaction which brought two new organizations into the Orange County Community Chest and produced a contract with a third for a joint fund-raising activity later in the year. Mr. Meeks, president of the Red Cross board of directors in the county, signed a contract which, while not affiliating the Red Cross with the Community Chest, would enable the groups to cooperate in a single fund campaign.

System Director of Purchasing **R. J. ORRICK**, Beaumont, will head the United Appeals geographic division in the October campaign aimed at raising Beaumont's largest civic fund—approximately half a million dollars.

gulf staters in the news

H. C. LeVOIS, superintendent of industrial sales, system, served as chairman of a Beaumont committee for National Production for Freedom Week, observed September 7-13. The event is a project of the business-managed electric companies' public information program and is aimed at promoting free enterprise.

Louisiana Safety Representative **T. ODIS McKNIGHT** was recently named secretary of the accident prevention committee of the Southeastern Electric Exchange. Mr. McKnight attended the annual SEE meeting held at St. Petersburg, Florida, June 12-13.

BILL GOFF GETS PROMOTION

Bill Goff, well-known Baton Rouge Gulf Stater, celebrated his 18th anniversary with the company by receiving a promotion to the position of supervisor of residential sales in Baton Rouge, replacing the departed Joe Stallcup. The promotion was effective September 1. Mr. Goff entered the employ of the company in September, 1935, as a bus operator.

In 1936 he was transferred to the railway department as a railway clerk and then he became, progressively, floor salesman, outside salesman, customers' service representative and residential sales representative.

In 1951 he was transferred to the commercial sales department, where he remained until his promotion.

Mr. Goff brings a wealth of experience to his new job, having worked in almost every category calling for public meetings since he came to the company. He even put in a stint in the advertising department here, and still lends a helping hand through his knowledge of the operation of equipment in that department.

In civic affairs, Mr. Goff has been active in many Community Chest campaigns and is a member of Kiwanis. He is a deacon in the First Presbyterian Church in Baton Rouge. He and wife Sarah have two daughters, Sarah and Dodie, and their main interest the past few years has been getting both charming daughters through college.

Rattler's End



Driving along near Burkeville, west of the Sabine River, Beaumont substation mechanic Sherman West saw this king-size rattlesnake stretched out on the pavement, and ran his car over it.

Then he backed up and ran over it again.

But the rattler, still alive, looked as if he were trying to crawl towards the car to "fight" it, so Sherman repeated the process. He ran over the snake at least four or five times before he got out to take a look at it.

The deadly specimen **STILL** was alive, trying to crawl away, so the Gulf Stater took a .22-caliber rifle and shot it through the head, killing it.

From nose to rattlers it measured well over five feet, and before being smashed by the car it was as big around as a quart thermos bottle.

Sherman said, "A fellow told me later they tend to run in pairs. If I had figured there might have been another one that big along the edge of the road somewhere, I'm not sure I'd have got out of the car."

The accompanying picture, which was made by a Beaumont Enterprise photographer, gives a graphic idea of the snake's size. Sherman stands six feet, one inch tall, and the snake reaches from his feet to his head.

Death Claims Roy W. Flory, 38-Year Man



Friends and fellow workers in the Baton Rouge transmission and distribution department mourn the passing of Roy Flory, an employee in the Baton Rouge division for all of his 38 years with the company, who died in the Veterans' Hospital at Alexandria, Louisiana, August 26.

Mr. Flory, a garage mechanic's helper, had been in ill health for some time, and had been confined to the hospital for two months prior to his death. Cause of death was listed as uremic poisoning.

Mr. Flory came to the company in 1914 as a street car operator, when the company was in charge of railway operations here. He served in the U. S. Navy during World War I, returning to the company in 1918 as a bus garage man.

At the time of his passing, Mr. Flory was 60 years of age.

By the Way . . .

Just how much do you and your family sacrifice to pay taxes?

Here, in terms of actual merchandise, is what the average family of four persons pays in a year's time:

Television set	\$229
New refrigerator	\$329
Matched luggage set	\$111
Washing machine	\$249
and that's not all	
A new stove	\$169
Dishwasher and sink	\$399
Electric ironer	\$219

PLUS about \$700 in cash left over for clothing, luxuries, pleasure or such long-range benefits as an education fund for the children.

Hard to believe, isn't it? But it's true. Some of the money goes out in lump payments, the rest leaks out in the form of "hidden" taxes. The result is the same, however: it's gone.

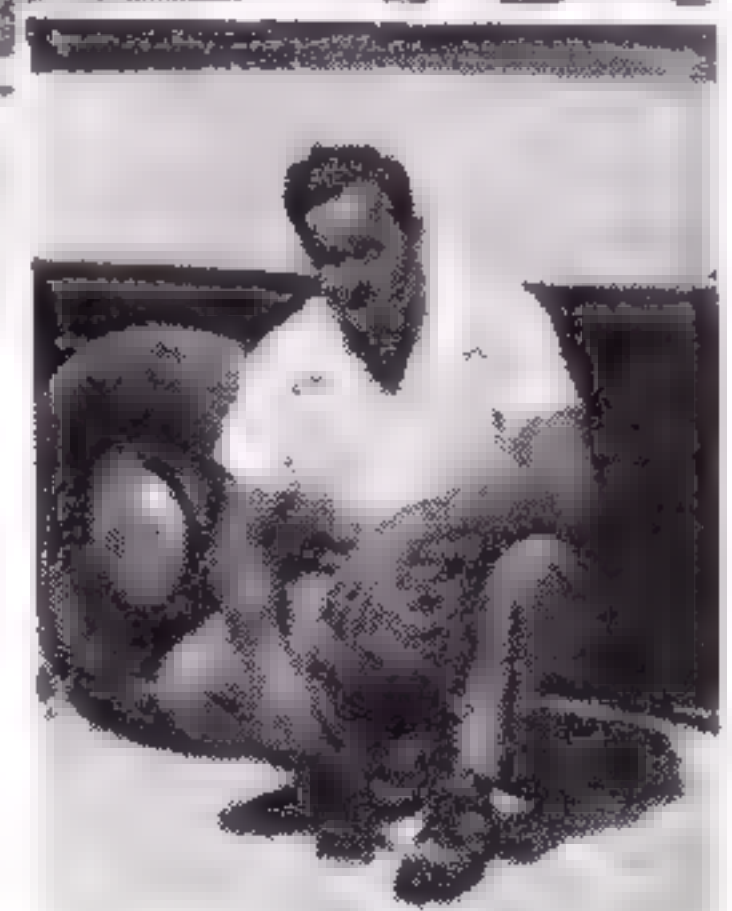
Is the government spending your money wisely? You have the right to think it over and decide.



PLENTY OF FUN, plus a chance to learn about the advantages of electric cooking, keyed this recent gathering of employees at Orange. The shoe was on the other foot, so to speak, as the men cooked the evening's meal for their wives and girl friends, which accounts for the platoon of "chefs" seen here. They served meat, snap beans, hot potato salad, rolls, cake and coffee, all of which they prepared themselves. Billye Layne Jones, home service advisor, planned the demonstration, and all the Orange employees got a kick out of it. A similar event for the colored Gulf Staters at Orange will have been conducted by the time this issue of Plain Talks is printed.



THIS 12-FOOT, HOME-BUILT craft really has been giving a couple of Gulf Staters at Liberty good service this summer, Plain Talks hears. Wyatt Bell, above, and Ross Reed, insert, were the builders, and possibly their choice of names for the boat had something to do with the way it turned out. They worked two months on it, but if the above snapshot is any indication, their time was well-spent.



Gulf States Trucks

Mean Business!

ALONG the dustiest roads, down untraveled alleys, or on the most elegant of boulevards, a sight common to more than 210,000 users of electricity, gas or water in the Gulf States system is the familiar orange-and-olive hued truck going about its vital, everyday business.

To both customer and Gulf Stater

alike, these trucks "mean business."

They're a welcome sight to all customers—whether the customer is an industrial plant needing additional power, or a housewife anxious to have a blown fuse replaced so she can finish cooking dinner.

For Gulf States employees, the sight of one of "their" trucks maintaining a 'round-the-clock vigil is a prideful reminder of company progress and growth.

The company's far-flung system of power lines and other public service facilities requires the use of no less than 633 vehicles of all types, excluding trailers, with the majority of the

work load being borne by trucks of one kind or another.

Duties Determine Design

Although the service and "trouble" trucks are better known to the public, there is a body type for practically every job, ranging from huge tractor-hauled "low-boys" to the famed little jeep of World War II fame. There are trucks for constructing and maintaining transmission and distribution lines, and others for keeping substation systems operative. There are special trucks with hydraulic booms and cockpits for men doing street lighting and other overhead work. A special pole-setting truck can sink holes and set poles in the space of minutes.

(Continued on Page 14)



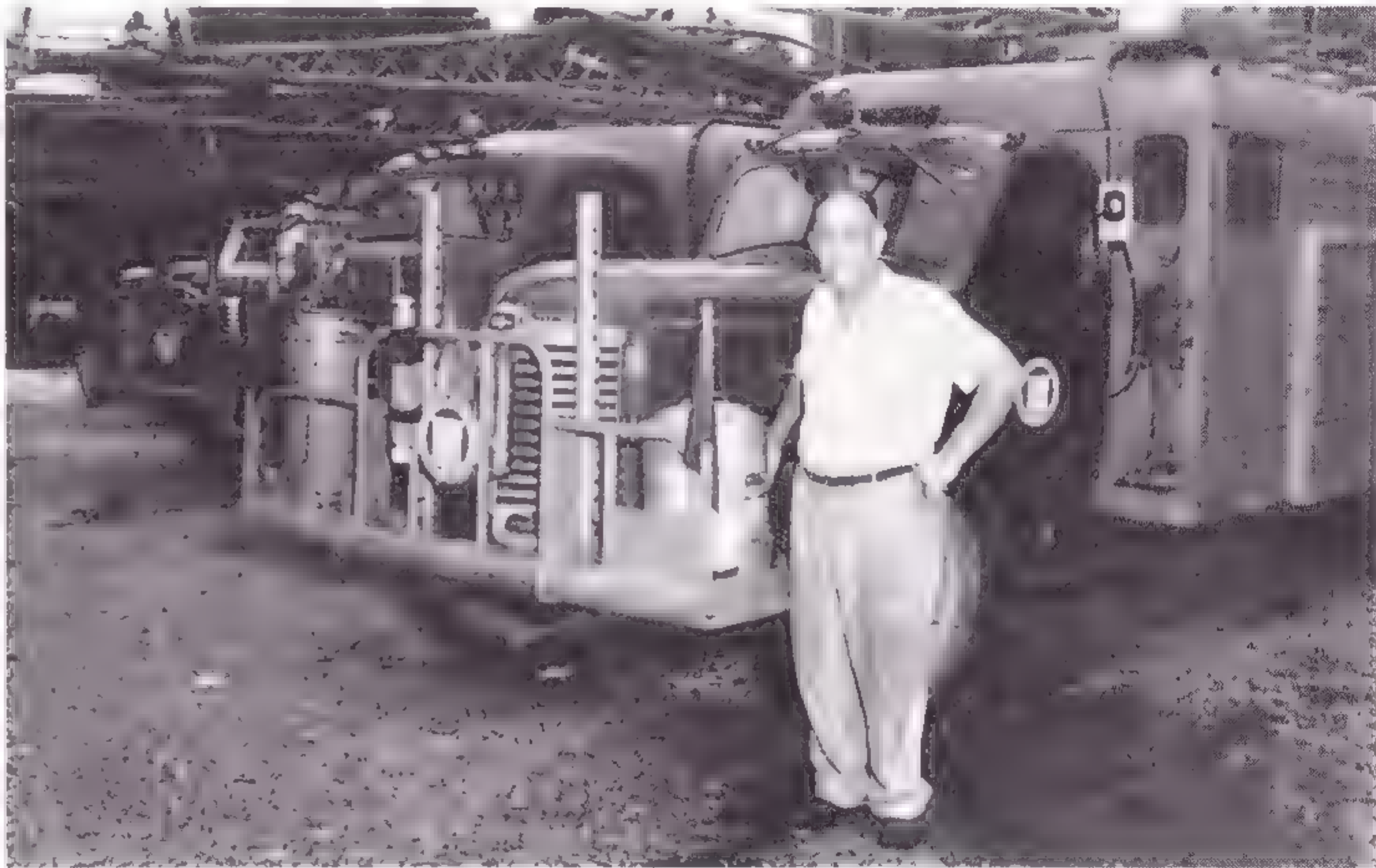
KEEPING 'EM ROLLING is the task of these Gulf Staters. At **TOP LEFT** Beaumont mechanics B. W. Gaines and A. C. Smythe, in foreground, and Thomas Sturrock, rear, labor over the motor of a company truck. **LOWER LEFT** photo shows meter department truck being worked on in garage in Baton Rouge. A. G. Delaroderie, supervisor of equipment and garage, and J. G. Hotard, substation foreman, stand at left, while L. M. Haynes (not visible) takes care of job under front end of vehicle. **INSET** shows A. M. "Slim" Sirman, garage foreman at Beaumont's service center. **AT RIGHT** is E. O. Fischer, Beaumont shop foreman, looking over a general overhaul job being performed on a company bus.





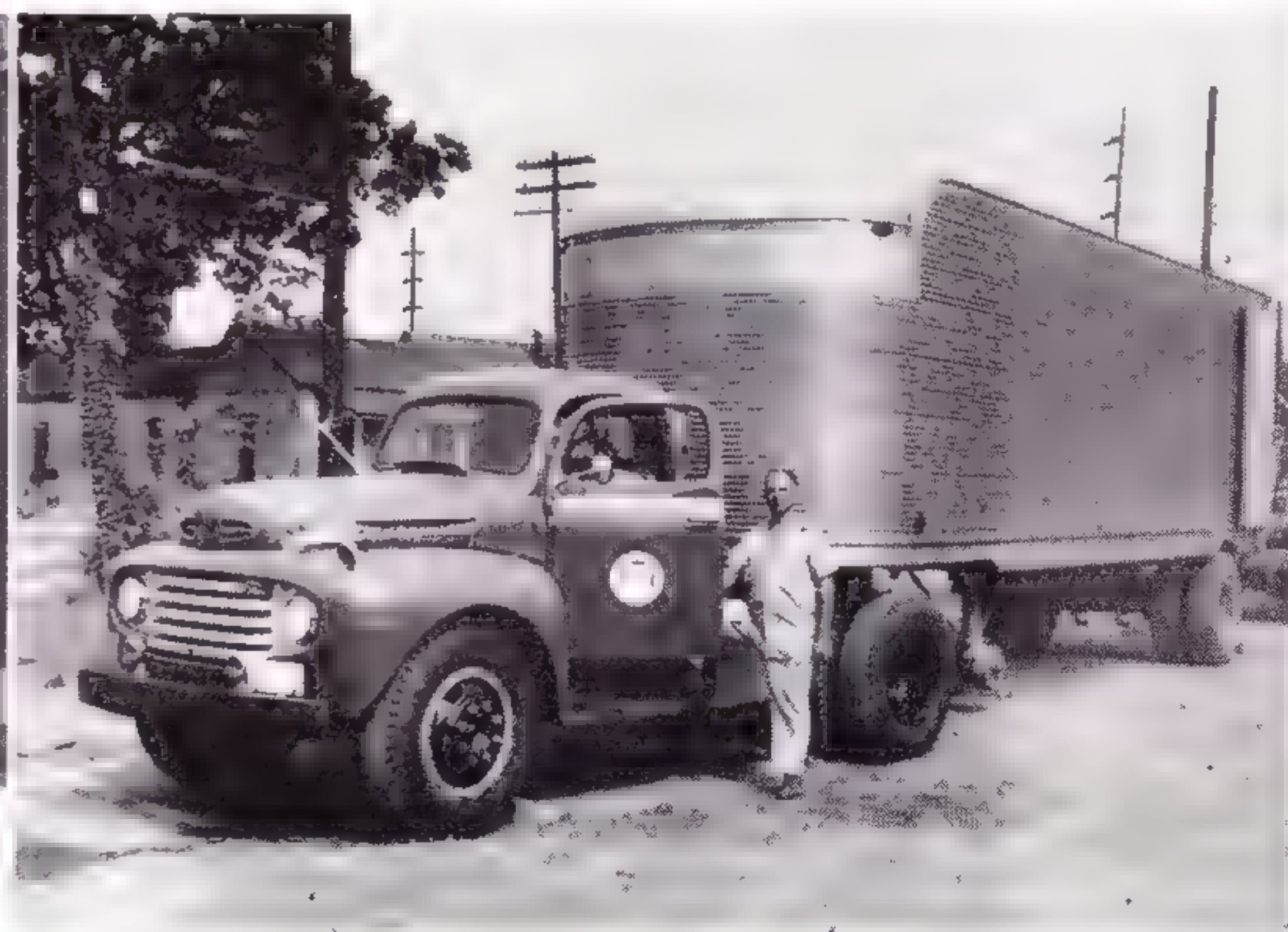
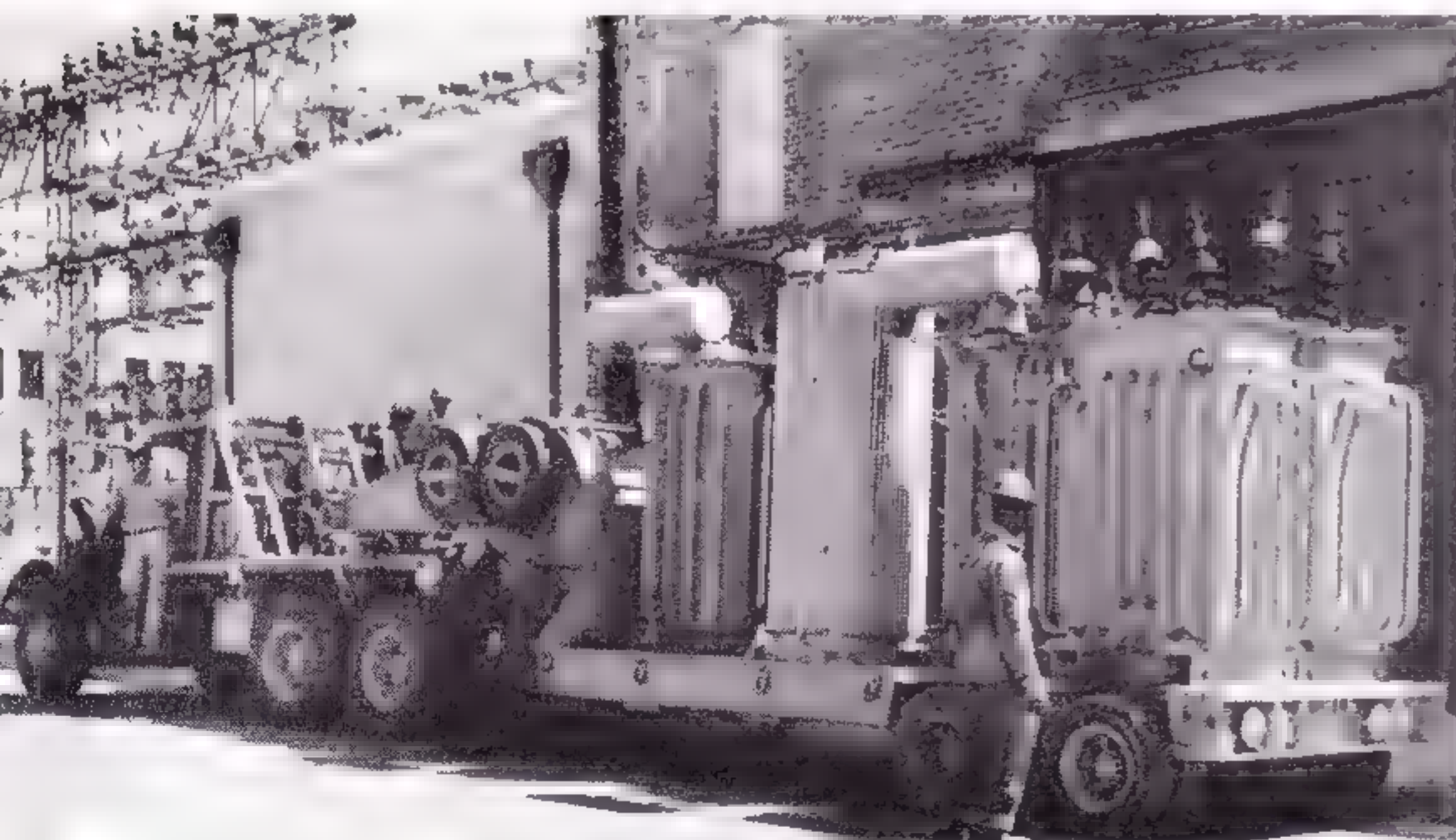
AT LEAST SIX different types of vehicles, each equipped to do a special group of jobs, were lined up at Lafayette when this picture was made. These are just a few of the many types Gulf States has to purchase, maintain and operate to guarantee the public consistently good service.

FOR 34 YEARS, Al Schene of Baton Rouge has been a Gulf Stater, and as foreman in the garage on Government Street he has a wealth of know-how to rely on. He's posing with a string of his "pet" line trucks, which are used by substation and t & d line crews in and around B. R.



BIG, HEAVY-DUTY STUFF is necessary for some Gulf States jobs. At left, equipment is seen near Travis Street substation in Beaumont on a trailer coupled to a late-model West Coast Special International tractor. Driver is J. H. Sanders, with J. H. Albe, Ed Butler and Lionel Simis also in the

picture. A van used to haul supplies through Louisiana and Texas is depicted at right. Driver Harry Hebert of Beaumont poses at the door of a Ford F-8 hitched to three-ton stainless steel van. Although handling many complex vehicles, Gulf Staters have an enviable safety record.





The Public Knows Company Trucks All Over System

There are pickup trucks for hauling appliances, and even passenger buses are used by the company to provide transportation to and from our generating stations, all of which are located some distance from town.

In the Baton Rouge division, where the gas department also maintains a fleet, there are 107 trucks of all types in service, not including trailers and station wagons. The Lake Charles division, which operates the Lake Charles water department, has a variety of trucks totaling 92, and Beaumont division, which operates the Orange water department, makes use of 43 trucks. An additional 44 are driven by employees in the Navasota division and still another 25 roll over roads and highways of the Port Arthur division.

Radios Hasten Service

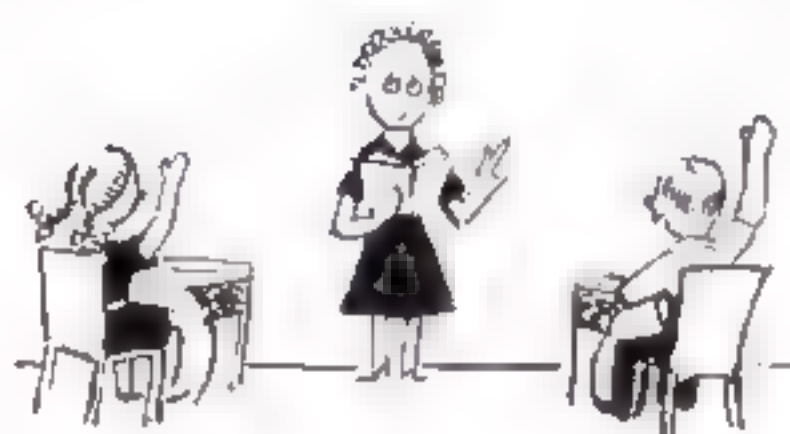
Perhaps most popular with the public are the always-welcome trouble and service trucks. Two-way radios are standard equipment on operating department rolling stock, and these handy devices help underscore Gulf States' pledge of "Dependable Public Service." Pleased customers often write in to state their appreciation for—and amazement at—the rapidity with which servicemen respond to their oftentimes desperate telephone calls. One of their favorite expressions, "I'd no sooner hung up when the Gulf States man knocked!" has become almost commonplace.

Good will created by the radio system, coupled with the typical smiling courtesy and ability of the servicemen themselves, has placed the company in an enviable position with regard to the public it serves.

Gulf States has a number of "trade-marks" which remind the public of the company—Reddy Kilowatt is one; another is the familiar encircled shield design; still others are the company's impressive (and highly photogenic) power generating plants.

But probably none is a more forceful symbol of alert, on-the-job public service than the durable Gulf States service truck.

GULF STATES LINE TRUCKS didn't evolve overnight. TOP LEFT shows early "truck" (two mulepower) at Port Arthur in 1920 with (l. to r.) Glenn Jernigan, Allen Jernigan, R. D. McMillian, "Happy" McMillian and Cliff Follett on the job. Model T Ford line truck, TOP RIGHT, replaced animal-drawn vehicles shortly afterwards. CENTER picture shows Beaumont crew riding in Graham line truck immediately following the Model T era. Gulf Stater at right is J. O. Potts. Today's version, BOTTOM, was photographed at Lake Charles with Melvin Bird, left, and Leonard Ernst in the foreground. What will future line trucks look like?



SCIENCE QUESTION BOX

Here are explanations for some of the phenomena of nature which at some time or other has caused most of us to wonder. The answers have been prepared by scientists of the General Electric Research Laboratory.

Q: Why does an atomic bomb explosion produce the famous mushroom shaped blast?

A: The interior of the initial fire ball formed in an atomic blast has a temperature of many millions of degrees and is very nearly a vacuum. This makes it very light, so it rises rapidly, like a balloon. As it does so, the heavy particles in the ball rain out of the bottom, leaving a radioactive smoke trail which forms the stem of the mushroom. This may be intensified as water vapor in the air condenses on the dust. Finally, when the ball reaches a height where density of the surrounding air is as low as that inside, it no longer rises. The air current in the wake of the rising ball still pushes up from below, and flattens out the ball to form the top of the mushroom. Here also the effect is increased by water condensing on the radioactive dust.

Q: How far can a candle be seen at night?

A: A standard candle (of exactly 1 candlepower) could theoretically be seen in complete darkness and with ideal conditions for about 50 miles. However, such conditions would be difficult to obtain and practically about ten miles would be about the maximum range at which it could be seen.

Q: What is vapor lock in an automobile engine?

A: Vapor lock usually occurs in a gasoline engine when the fuel boils and forms vapor in the fuel line between the tank and the pump or in the pump itself. The pump then cannot push the fuel vapor as fast as the fuel is required, so the engine stops. In winter a fuel of lower average boiling temperature is needed to make the mixture of air and vapor that will burn properly. In summer one of higher boiling point is required, and gasoline companies adjust their product accordingly. Thus, the use of winter gasoline on a warm day may help cause vapor lock.

Q: What was the population of the Americas when Columbus arrived?

A: Of course there are no accurate figures, but anthropologists have estimated that there were about 8,400,000 in North America, and 15,590,000 in the entire Western Hemisphere.

Q: Why is it that men driving tractors have frequently been killed by lightning, while automobiles are rarely struck?

A: The man driving a tractor generally operates on large, open surfaces, and as he sits on top of the machine he is the highest point in the vicinity. Therefore, a lightning stroke might seek him out, rather than hit some spot in the open field around him. Automobiles have often been hit but people riding in such cars have very rarely been killed. A person inside a modern closed car, which has an all-steel body and top, is quite safe. When the stroke hits the top metal it is carried through the sides to the wheels, where it jumps to the ground, and so detours around the passengers. The fact that the car, or the tractor, is on rubber tires does not make any difference. A stroke that has jumped several thousand feet between a cloud and the ground is not going to be stopped by a few inches of rubber.

Q: Is something added to canned foods to preserve them?

A: No; preservatives are not used in canned foods. Raw foods are always contaminated with some bacteria which cause them to spoil, unless proper precautions are taken. In the commercial canning processes, the raw food is permanently sealed in the can after washing, scalding or whatever other preliminary treatment may be desirable. Then it is subjected to heat which cooks the food, and also destroys the bacteria which might cause decomposition. Since the can is tightly sealed, the spoilage bacteria cannot get at the food again to re-infect it. Thus the contents are preserved until the can is opened. As long as nothing happens to the can to make it leak, the food should keep indefinitely.

Ricks, Tompkins Are Promoted

William T. Ricks and R. M. Tompkins of Beaumont have been promoted to new positions, it was announced this month in a report of personnel changes issued by Treasurer H. V. Faber. Mr. Ricks now is stores supervisor and Mr. Tompkins is storeroom supervisor. Both changes were effective September 1.

Mr. Ricks, in his new capacity will supervise the system stores accounting department, as well as coordinate stores activities in the company's five divisions. He reports to H. C. Hansen, assistant chief clerk. Personnel engaged in the stores accounting department will report to Mr. Ricks.

Mr. Tompkins, in taking over Mr. Ricks' former job as storeroom supervisor, now reports to him and will be responsible for the operation of the Beaumont storeroom and for coordination of stores activities in Beaumont and Port Arthur divisions. Personnel engaged in the Beaumont storeroom will report to Mr. Tompkins.

A. G. Fontana, stores auditor, will continue to direct the inventorying and auditing of all stores, including merchandise, throughout the company system.

Mr. Ricks' new job is the latest of his long list of positions since joining the company as relief cashier in Beaumont in 1927. His service all has been logged in Beaumont and includes payroll, classification, vouchers, disbursements, inventory, storage records and storeroom supervisory work.

His successor as storeroom supervisor, Mr. Tompkins, went to work with Eastern Texas Electric Co., forerunner of Gulf States, as an auto mechanic helper in 1926. He has been auto mechanic, pitman, garage clerk, storekeeper, estimating and planning clerk, distribution clerk, plant records clerk and accountant. All but a few years of his service (when he was transferred to Navasota) have been in Beaumont.

SYMPATHY

E. L. Shirey of Tallassee, Alabama, father of Gulf States safety director C. P. "Jack" Shirey of Beaumont, died August 21 at the age of 84, following a lengthy illness. In addition to the local Gulf Stater, three sons and one daughter survive. Plain Talks extends deepest sympathy to the family on Mr. Shirey's death.



The Drivein Goes *Electric*

TEXAS and Louisiana travelers have seen a new look emerge in highway eating places during the post-war period. Outwardly the familiar driveins, which came into being with good roads and fast cars, have brightened up with colorful rainment of paint and covering, and in many cases new architectural design, to become some of the most attractive buildings along the road.

The transformation is not taking place only on the outside either. Mr. Drivein Owner has in the past few years found out what Mrs. Housewife has known for a long, long time. That is the marvel of electric cookery. Mr. Man knows a good thing when he does "discover" it though, and now the trend in food cooking equipment for short order eating places is definitely electric.

In fairness to the entrepreneur, we in the industry must admit that we overlooked commercial cooking possibilities and, for many years, never gave the restaurateur much of an opportunity to experience electric cooking. Since the war, however, emphasis has been given to this field and even with such little promotion there are a number of enthusiastic users to testify to the superiority of commercial electric cooking.

A Commercial Department was created in Gulf States after the war, but even so, there was such a back-log of work with business houses, stores and offices using power for lighting, air conditioning and refrigeration, that it was impossible with the man-power shortage existing then to attempt to shoulder still another phase of the

commercial business. As an example of the personnel problems involved, Randy McAlpine, long time sales department employee who had just returned to work after a tour of war duty, was THE commercial sales department in Beaumont for a period of about a year.

In 1949, company plans were laid for the promotion of electric cooking in commercial establishments and one equipment company in particular, Hot Point, began a national program with the same objectives. It was natural that our efforts in this connection should be combined, and an outgrowth of these activities has been the Hot Point Restaurant Idea Round-up meetings which we have cosponsored in our system. In 1950 these demonstrations were held in Beaumont, for restaurant operators in our Beaumont, Port Arthur and Navasota divisions. Another session was held in Lake Charles. This year separate meetings were held in Navasota, Beaumont, Lake Charles and Baton Rouge. Evidencing their particular interest, Beaumont-Port Arthur Restaurant Association joined in the sponsorship of the meetings in the Sabine Neches area.

Having once seen the gleaming chrome-plated electric cooking equipment in operation, there is little wonder why owners make plans to include this modern method of preparing food in their operations. In no other instance, say the people in the sales department, does equipment sell itself as does this kind. The obvious selling features are the cleanliness and attractive appearance, both of which are essential to the successful preparation and selling of foods.

A LUSTROUS, MODERN working area for preparing food in short order eating places such as driveins is provided in the handsome and efficient Counterline equipment shown here. This picture was made in Berlin's Drivein, located in Beaumont.

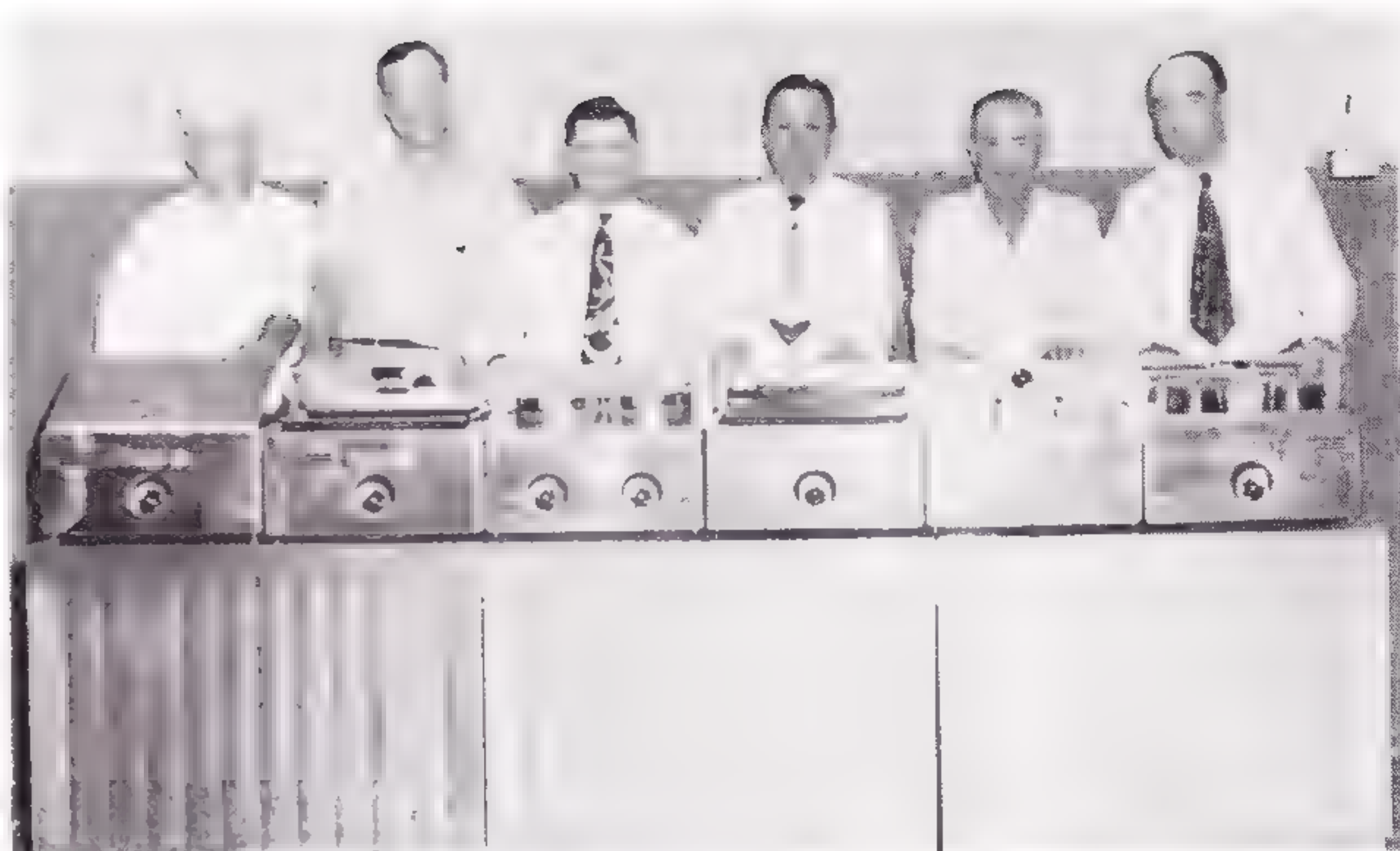


A complete assortment of the short order cooking equipment (called Counterline equipment) used in most drive-ins consists of eight pieces. They are the Fry Kettle, for deep fat frying; Griddle, for grilling and frying; Grid-dle Grill, for sandwiches and steaks; Hot Plate, for surface cooking; the Food Warmer, for keeping already cooked foods at serving temperature; Roll Warmer, for breads; Waffle Baker and the Dutch Oven, for roasting and baking. In some instances, of course, there may be no need for the full line, in which case an attractive set-up of only the pieces needed can be made.

Electricity Economical

This equipment has the outstanding virtues of the electric appliances used so satisfactorily in homes for so many years. The selling features are the economy, particularly in frying, where much frying fat or cooking oil is saved because the temperatures can be controlled so exactly. Speed and efficiency of operation is another, plus the fact that they are so compact and require a minimum of space which can more profitably be utilized elsewhere. Finally there are the perfect cooking results that can be duplicated time after time with evenly controlled temperatures.

This phase of the commercial cooking load is an attractive business for



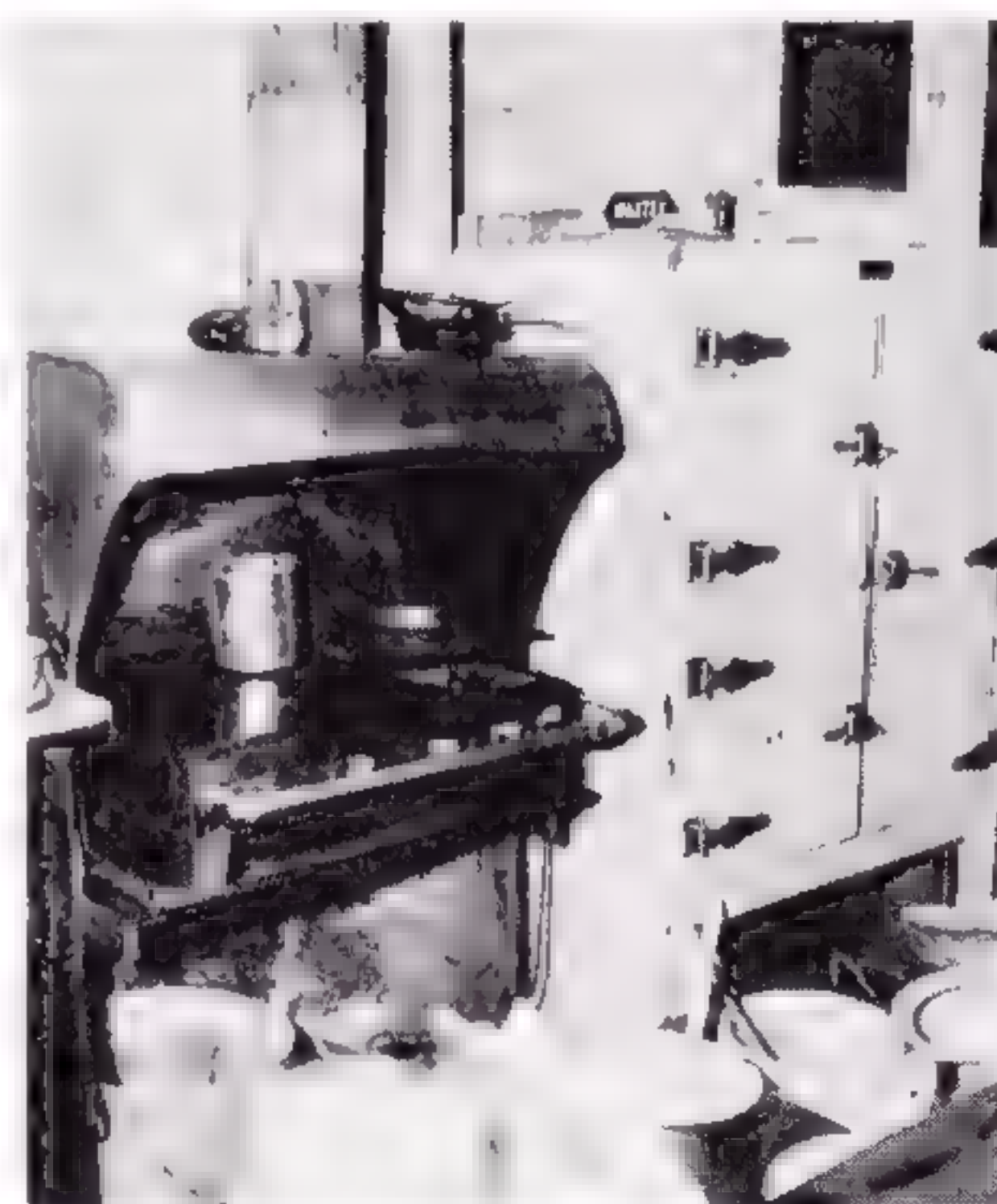
BEAUMONT'S RESTAURANT ASSOCIATION recently devoted a meeting to the display and demonstration of electric cooking equipment. Part of the show was a baking demonstration by Pillsbury Flour Mills representatives and as a result of the program the oven used was sold from the floor. Three Counterline pieces were also sold. Participating in the program are the men shown standing behind this complete Counterline set. They are: Charles Smith, Pillsbury Mills; Fred Tenholder, Randy McAlpine, GSU; C. Halderman and H. Beasley, Pillsbury and O. G. Floyd, GSU.

Gulf States too. The complete Counterline set has a total load of approximately 21 kilowatts, and with travelers eating from way before sun-up until midnight, the load factor runs 16 to 18 hours a day, every day.

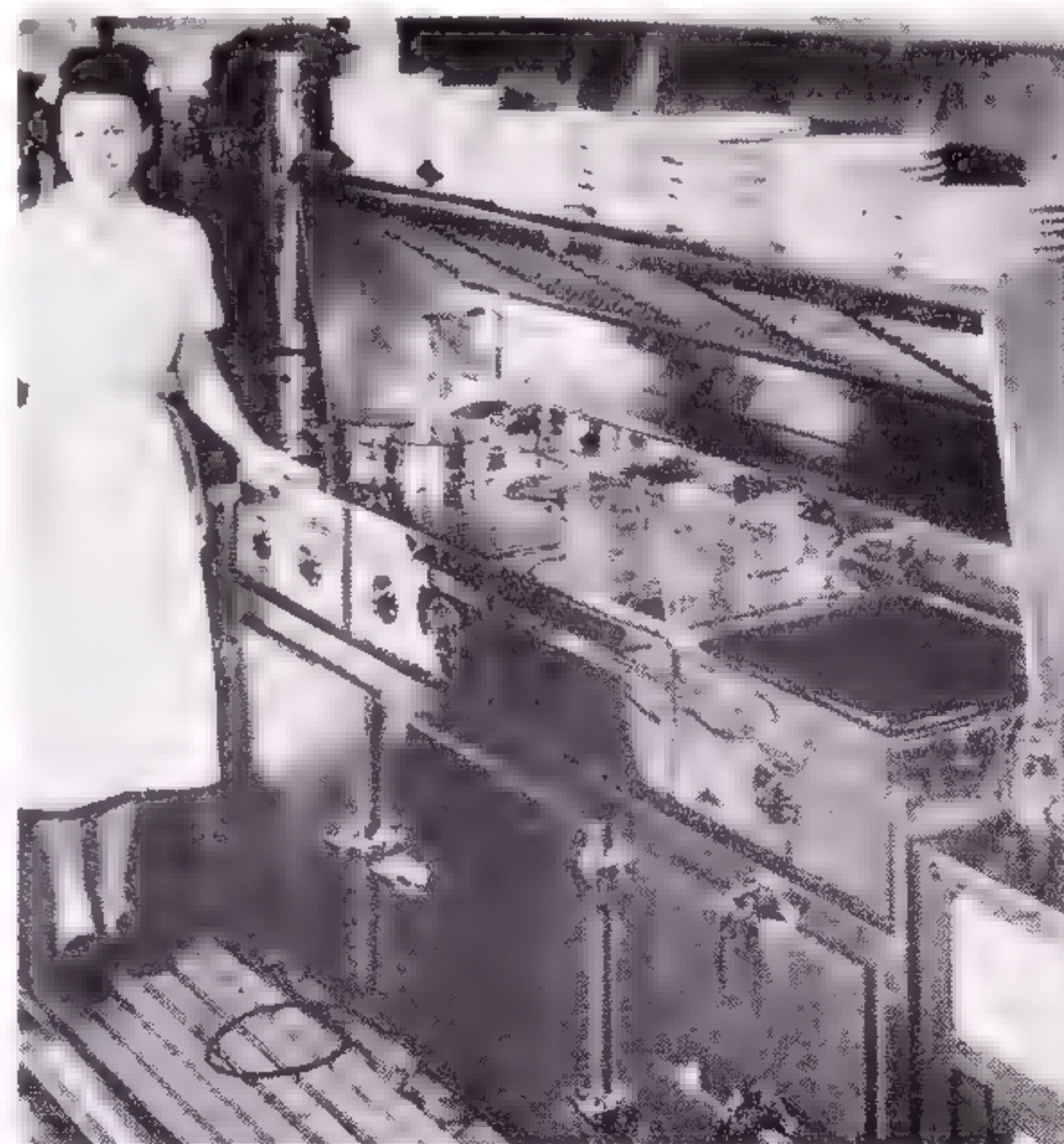
Today there are some good experienced Gulf Staters working on the commercial electric business, headed up by O. G. Floyd, system director of commercial and industrial cooking and heating sales. You can bet they are devoting attention to the cooking end of this business. In Baton Rouge there are Lester Landry and until last month Bill Goff. Lake Charles has Raymond McGowan, Phil Allen and Walter House. Beaumont division has Buck Wingard at Orange and Randy McAlpine, Ralph Spafford and Fred Tenholder. Paul Baker handles the Port Arthur division and Charles Boring the Navasota end.

So as time goes on the chances are more and more likely to find you eating your roadside meal cooked the finest way anyone could ask for—with Dependable Electric Service!

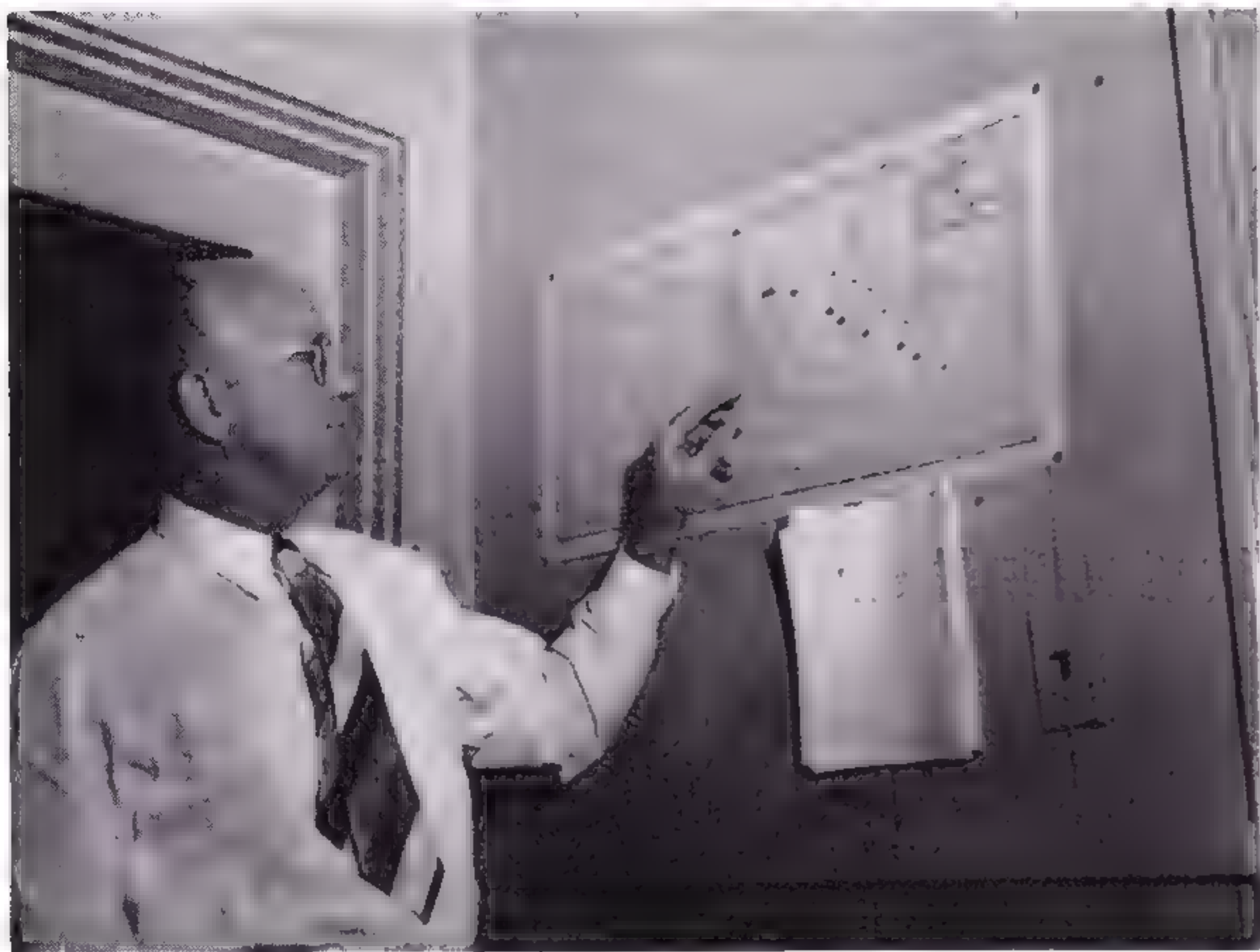
UNIQUENESS in name and design is a drawing card for many of today's drive-ins. Some have been built to look like hats, animals, vehicles, shoes, windmills and even cartoon characters. Pictured on these pages are three neat and attractive ones: The Lasso, on the facing page, is located at Beaumont while the Pitt Grill, above, is located at Lake Charles and The Skunk at Lafayette. All use electric cooking equipment and good GSU power.



A COMPARISON IN APPEARANCE before and after the installation of Counterline equipment can be seen in the pictures above and below. It happens that this is not a drive-in installation but it is a short order business. As you can imagine the owner is thrilled with his new equipment, as are his customers.



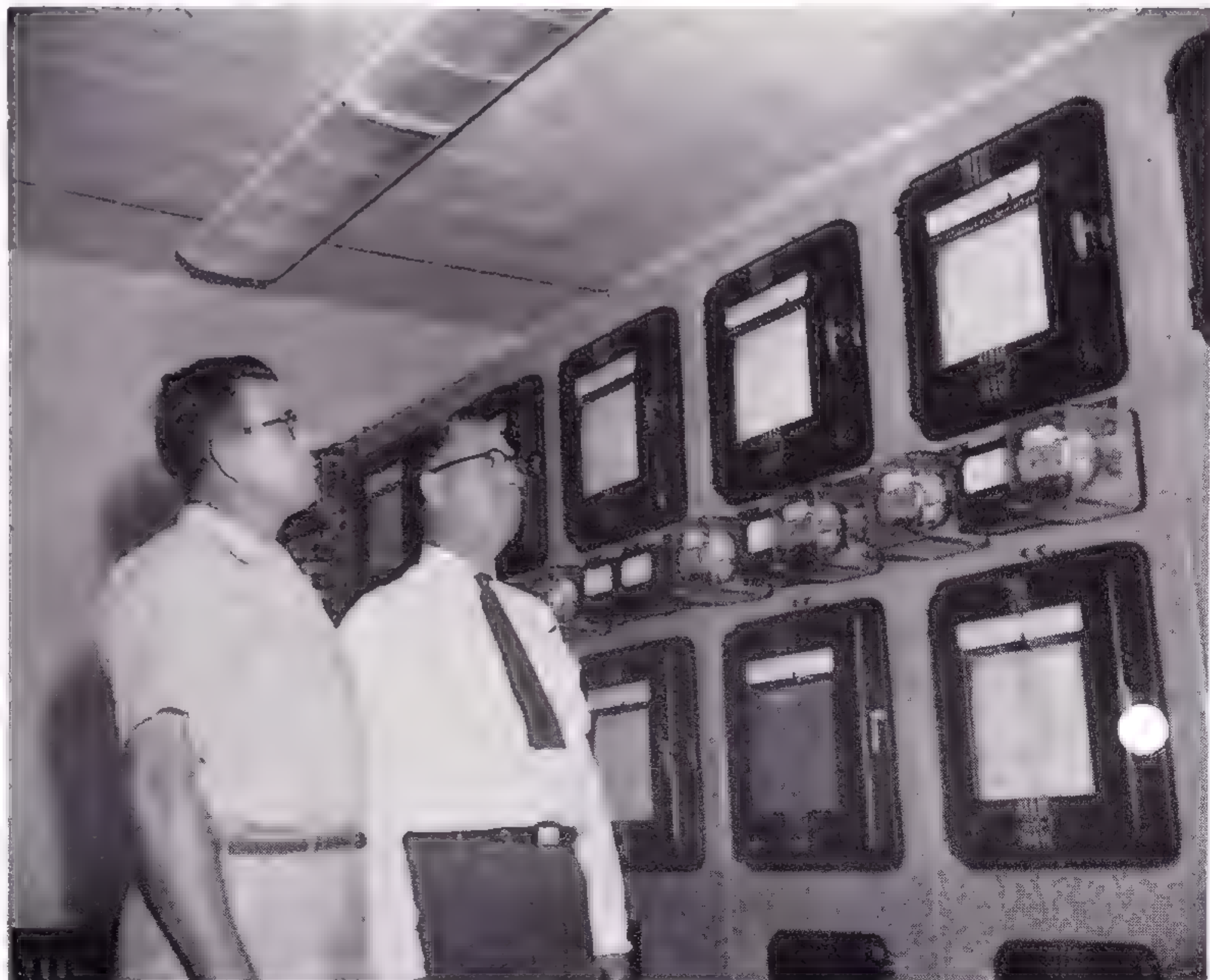
Old Man Weather Still Bears Watching



*... although sometimes
there's not much we
can do about him*

In Beaumont, E. E. Figari watches the progress of hurricanes "Able" and "Baker" on one of the numerous maps where Gulf Staters observe the storms' development, but neither entered the Gulf.

R. C. Perdue, left, and Chief Operator O. K. Beard check instrument in system operators headquarters as season's first cool spell brings temporary load drop of 60,000 kilowatts.



WHAT is "it" going to do tomorrow—rain? Turn cold? Storm? Gulf Staters, like almost everyone else, would like to know.

"It," of course, is that mysterious, temperamental factor in nature which manufactures our weather for us, frequently with no regard for our needs or preferences. And despite the great advances made by meteorologists in recent years, we rarely know exactly what kind of weather we're about to get.

Gulf States makes every effort to find out, however, because weather can exert a lot of pressure on the system at times. Suppose a rainstorm with masses of dark clouds moves out of the Gulf of Mexico one morning and blankets the Gulf States territory. What happens?

In thousands of homes and business-places, people begin to turn on their lights as the sky darkens, and before long the GSU system must provide an additional 10,000 to 15,000 kilowatts to keep them burning.

Load Drops Sharply

Not long ago the first cool weather of the approaching fall season was felt over the Texas-Louisiana area served by the company, and consumption of electric power dropped off about 60,000 kilowatts. Demand had been high due to a prolonged hot, dry spell, but when the cool front moved in, many people turned off air-conditioners and electric fans. Coupled with other factors, this caused the system load to decrease.

In many cases of load fluctuation, the company has to act fast to maintain efficient, economical service. A sharp increase in consumption of electricity may have power station operators sending more and more fuel into the boilers and speeding up idling generating units, so that the kilowatt-hungry distribution systems will be fed properly.

Conversely, when the load drops off, it often is possible for the company to lessen the load on the least efficient generating equipment and still satisfy demand.

But whatever the situation, "control" is the watchword. The system operators headquarters, located among a lab-

yrinth of complicated apparatus in Beaumont's Travis Street substation, serves as nerve center for Gulf States' sprawling transmission network. It is here that the company keeps close watch on load fluctuations—and takes the first steps to do something about them. O. K. Beard, chief operator, points out that power must be generated as it is needed—there's no way to store it.

Close Check on Weather

The operators headquarters is one of the numerous places in the system where weather reports are received and analyzed in an effort to give the company advance notice of possible load variations, storm damage, freezes and other conditions that spell trouble and extra duty for Gulf Staters.

The autumnal months often bring one of the worst chunks of weather that a power company can undergo—the hurricane—and employees all over the system keep their fingers crossed when one is headed for their district. The howling winds and advancing waters of a hurricane are capable of inflicting thousands of dollars in damage to transmission and distribution facilities.

Neches and Lakeside stations, both of which are located on waterways not far from the Gulf, also might suffer damage from wind and flood tides. When a hurricane appears likely to roar inland in the vicinity of either plant, sandbagging, boarding up and other precautionary work might be ordered.

'Unpredictables' Remain

Although modern science has enabled weather specialists to chart the course of a hurricane with a high degree of accuracy, other tantrums of nature occur without giving advance notice. Tornadoes are rare in the Gulf States area, but when they do strike (tornadoic winds in Southwest Louisiana damaged GSU lines earlier this year) they arrive without warning and pack a brutal wallop.

In the final analysis—hot or cold, calm or stormy, good or bad—weather is always a force to be reckoned with in the company's day-by-day effort to serve the public efficiently.

NOBODY HAS TO TELL a Gulf States lineman that the weather can mean plenty of trouble for a power company. Even the fringe area of a hurricane is likely to result in such scenes as this, and the real McCoy is far worse. Ice storms, twisters and the common, garden variety of thunderstorm, while not everyday problems, also may result in headaches.





How is your safety board?

Repeat. Repeat. Repeat Some More

REPETITION in advertising slogans has paid large dividends, judging by such timeworn phrases as "eventually - why not now?" — "They satisfy" — "Hasn't scratched yet."

Slogans also play an important role in any safety program. Accident prevention provides a wide field for slogans; to quote just one: "You can overdo most anything but Safety."

A young ministerial student worried about what he would use for preaching material after he had exhausted what was in the Bible. He soon discovered though that there was no exhaustion point to be

found. Likewise, there is no exhaustion point to be found in safety "text," and they too will never become old and boring if presented in new forms and by new methods.

Every plant, warehouse and shop should be provided with a bulletin board, which should be kept attractive by a responsible person. Like highway markers to the tourist, safety posters, well displayed, will become as guide posts to accident-free working and driving hours to the average employee.

Anything worth saying is worth saying twice, and if it's worth saying twice it's worth repeating time and again.

Electricity to Start Heart Again?

Recently there have been articles in various trade magazines about starting the heart which has stopped beating with charges of high voltage electricity, particularly where the heart has stopped as a result of the flow of electricity in accidental shock.

Johns Hopkins University has conducted experiments on animals in regard to this, and the procedure has been to start the heart flutter-

ing with low voltage and current, then induce higher shocks momentarily.

It is hoped that some practical method can be worked out through the use of capacitors to accomplish this. The work is yet in the experimental stage and although some success has been experienced, it will probably be several years before this method can be used in the field.

U.S. Accident Rate Near the Top

Your reading rack service recently carried a pamphlet showing how our country leads the world in standard of living. We have only one-sixth of the land and only one-sixteenth of the population of the world, yet we have more than half of the radios, automobiles, bath tubs, insurance, and other things which constitute a high living standard.

There is also a book which gives a different type of statistics — accidents of all the countries who publish this information. We were in next to last place in this book. Only *Peru* had a worse accident record than we — why?

Is it necessary that we injure people to obtain a high standard of living?

Some Home Cleaning Liquids Deadly as High Explosives

The action of dipping or rinsing garments in flammable liquids causes the liquids to vaporize and throw an extended blanket of highly flammable vapors in all directions. It is commonly believed that home dry cleaning in the open air is entirely safe. In the open air, however, there is a distinct danger of static electricity being generated and subsequently igniting the vapor clouds of the liquids, with disastrous results.

Volumes have been written about the hazard of cleaning in the home, and yet records show over 700 deaths and many personal injuries a year, mostly to women and children, from this dangerous practice.

Static sparks are easily generated by dipping, rinsing or wringing fabrics in gasoline or other highly flammable liquids. The hazard of ignition by static electricity in commercial dry cleaning plants can be mitigated by grounding or by humidification. There is, however, no way of mitigating the hazard of home dry cleaning with flammable liquids.

Numerous proprietary cleaning liquids, some of which are entirely nonflammable, are available and if cleaning must be done at home only a non combustible liquid should be used.

Make Waste Slowly

Even if you're in a hurry to get home or to do something else after work, be sure to get your skin scrubbed clean of oil and grease. Otherwise, it can hold dirt and harmful bacteria on the skin and lead to skin trouble.

NEW SERVICE CLUB MEMBERS

(By printing Service Award pictures the month of the actual anniversary Plain Talks hopes to give added recognition to the new Service Club Members. Publication date of Service Award pictures in Plain Talks does not affect in any way the awarding of Service Club pins or the Service Club meeting.)

Thirty Year Club



C. V. Merriam
Division Manager
Baton Rouge



W. A. Whitten
Production
Beaumont



H. P. Bell
Production
Beaumont

Ten Year Club



Lydia Albers
Accounting
Port Arthur



F. G. Dupree
Distribution
Navasota



Elma R. Englade
Accounting
Baton Rouge



John L. Gallup
Production
Baton Rouge



Alma S. Grealhouse
Accounting
Caldwell



Annie J. Hebert
Accounting
Port Arthur



Ramey Kirwood, Jr.
Production
Baton Rouge



T. J. Miller
Production
Conroe



Gertrude A. Peddy
Accounting
Beaumont



Roy J. Tircuit
Accounting
Baton Rouge

Colored Division

Twenty Year Club



George Robertson
Production
Baton Rouge

Ten Year Club



Aaron Sanders
Production
Baton Rouge

THE EDITORS liked the father-and-son picture of Dick Haddox and his foot-ball-playing son, Dickie Bob, on this month's cover of PLAIN TALKS, but hated to leave out this family group picture which was made the same day at Houston. So, with a corner of space available, they decided to run it, too. Dickie Bob's wife is at his side; his father and mother are on the left.



Reddy Kilowatt

Gives 'Assist' to

Creative Urge

'after hours'

WITHIN the past decade thousands of Americans, mostly women, have become intensely interested in a relatively new creative hobby —ceramics. New, it should be quickly added, applies to the word hobby and not the nature of the hobby which, as pottery making, is one of the oldest arts known to man. Beaumont's leading devotee is Miss Ruby Ray Ridley, well known accounting clerk who handles affairs of our Federal Credit Union.

Overproduction is Problem

Miss Ridley has been interested in her hobby only about two years, but a visit to her home will furnish ample evidence of the potter's art as we moderns practice it. Beautiful figurines, wall plates, vases, ash trays, tobies, picture frames and even table

stages of completion and demonstrate the different steps required to produce a finished piece. The processes are relatively simple, but much care is required and as Miss Ridley pointed out, "Even the experts don't know how a piece will look until the kiln is opened."

Electric Kiln Used

There are two methods of making ceramic pieces. One is sculpturing or modeling, the other is molding. Most of Ruby Ray's work is molding, but a certain amount of modeling is required in connection with some molded pieces. After the pieces are molded or modeled they are ready for firing —and here Reddy Kilowatt lends a hand. Ruby Ray has bought an electric kiln (see bottom picture) and fires her own pieces.

Ceramics are vitreous, semi-vitreous or earthenware. Fine porcelain or china is vitreous. Semi-vitreous identifies our everyday tableware. The first requires the finest clays and firing temperatures around 2500°. Ruby Ray's kiln is a 3000 watt oven and the maximum temperature is only 2000°. It takes six to seven hours for the first, or bisque firing; four hours for the glaze firing and less than two hours for the china paint firing. The kiln must be brought up to heat slowly and it takes about twice as long to cool as it does to heat up. Ruby Ray usually fires on week-ends for this reason.

Asked if this wasn't a hobby with all outgo and no income, Ruby Ray said this wasn't so. "I spend a little money on this, but I would be spending it in some other way otherwise. And I give my friends and relatives presents of ceramics and don't have to buy gifts ready made. Besides," she added, "I enjoy it."

Ruby Ray is about ready to trade in her present oven for a higher temperature kiln and graduate to porcelain. "It's something different," she says, so I guess I'll have to try it."



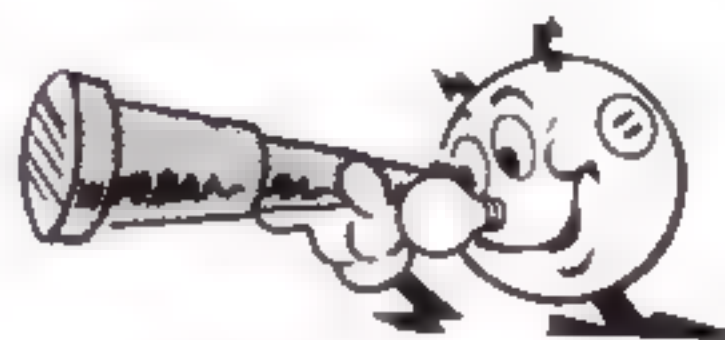
lamp bases decorate the home and serve as attractive utilitarian pieces. "It's such a fascinating thing," she says, "that it's hard not to make too many different pieces. Those of us doing ceramics are always exchanging ideas and designs and we can't wait to see how they will come out."

This tendency enabled Miss Ridley to produce a number of objects in various

CERAMIST Ruby Ray Ridley is shown here demonstrating for Plain Talks readers two important steps in the manufacture of a finished ceramic product. At top left Miss Ridley is seen china painting a bisque fired piece which will be a beautiful decorative wall ornament after getting the final firing that fuses the paint into the glaze. On the work table are other items previously completed. In the bottom picture Ruby Ray is removing several pieces from her electric kiln where they were fired the night before. At left may be seen one of Miss Ridley's prized works, a lace dressed porcelain doll.



A PEEK AT THE T S A C



1922

No, E. L. Robinson's lip is not dirty. He is just aspiring for honors as the Company jelly bean.

W. W. Eckles: The only man living who has ever caused Steinmetz anxiety about his job. He is also an accomplished musician being proficient with a Jews Harp.

1927

Work on Second Unit of
Neches Station begun.

Coming as a surprise to their friends was the marriage on Wednesday, August 3, of E. R. Griffith and Miss Ruth Ebner. The marriage took place in Orange, with Robert Haynes serving as best man. Mr. Griffith is a Load Dispatcher for the company.

J. Kirby Jones, who was with the company three years ago, has again joined our organization. He is working as Engineer at the Tevis Street Station.

1937

Bennie and Lucy Fanette started housekeeping with a lamp to guide them on the path, a fine gift from the Engineering Department.

Homer Kirkwood and Edith Landry were married on Monday evening, September 20, with Rev. G. B. Hines of the Presbyterian Church performing the ceremony.

Congrats to Mr. and Mrs. Dave Gideon on their Silver Anniversary, September 25. Hope we'll be around to wish them happiness on their Golden one.

Celebrating Navasota division's victory in the July-August drive for range and water heater business, Superintendent C. V. Merriam planned to hold a sales meeting at the Conroe country club on October 1. Mr. Walker and Mr. Riegel and other campaign leaders will be special guests on the occasion.

1942

Latest proud papas . . . C. H. Watler of Beaumont production whose daughter, Sue Ellen, was born August 11 . . . H. C. "Pappy" Sandefer of Liberty sales whose daughter Glenda Kay, was born August 11.

Transfers: T. E. Hensley, production, Jasper to Beaumont . . . Alma

Mallain, Baton Rouge, electric to accounting . . . A. A. Adams, line, Lafayette to Jennings . . . Jessie Braud, Baton Rouge, sales to accounting . . . L. J. Pitre, garage, Navasota to Lake Charles . . . W. W. Phillips, Beaumont, power sales to engineering . . . N. G. Carpenter, Lake Charles, line to power sales . . . Raymond McGowen, Lake Charles, sales to line . . . C. L. Schooley, Beaumont, storeroom to line . . . W. M. Larkin, Beaumont, commercial lighting to power engineering.

To The Armed Forces: A. A. Adams, Jennings line, to the navy . . . Ellis Prejean, Beaumont production, to army . . . Frank W. Jones, Beaumont T & D to navy.

1947

Formal ceremonies dedicating the big Riverside Station to public service were held at the plant site on Old River on October 22. An estimated 1000 friends and employees of Gulf States made an outing of this warm October day visiting with other employees and officials of the company who were proud to display their new Lake Charles-Sulphur "home". Many local and area notables were present

for the Open House which was held from 10 A.M. until 5 P.M.

Three important changes in executive positions in the general offices of our Company were announced several days ago by President Roy Nelson:

W. R. Bell, for many years general superintendent of Baton Rouge division operations, will come to Beaumont to fill a newly created post of operating vice-president in Texas.

C. V. Merriam, manager of the Beaumont division since 1942 will become division manager at Baton Rouge.

E. L. Robinson, system manager of industrial sales, will succeed Mr. Merriam as manager of the Beaumont division. All appointments were effective November 1.

The breaking of records in our system has become almost commonplace during the past four or five years, but significantly we still keep breaking them. The latest record is a new all-time system peak load. The new mark of 261,400 kw was established Sept. 3 at 8:00 P.M. at a daily load factor of 82.4 percent.

J. J. Morrison was made assistant to the president, effective July 1. Mr. Morrison, although a newcomer to our ranks, is an old timer with Stone & Webster and Engineers Public Service, our former parent company. For several years prior to the dissolution he was assistant to the vice-president of Engineers, T. J. Hanlon, who is now chairman of our board of directors.



A NEW SUBSTATION for Conroe, located along the Missouri Pacific tracks just outside of town, has been making life easier for Gulf Staters in that district. Serviceman G. B. "Red" Boswell, who's looked after GSU customers at Conroe since 1926, is standing in foreground by fence.

plain and *Fancy* talk

NATURALLY, the first thing to consider in planning a box lunch menu is: Who's going to eat it? When? Where?

The man who sits behind a desk all day, for instance, doesn't need the heavy lunch required by a man doing heavy physical labor. Nor do little Johnny and Susan in grade school need as much to eat as their bigger sister, who is working all day in an office. But you should bear in mind that any lunch should contain approximately one-third of the daily food needs.

For a special added attraction, remember that everybody loves a surprise. When you're fixing the lunch box, tuck in something crunchy to munch on, such as carrot sticks or celery hearts. Salted nuts, a few stuffed dates or prunes will be welcome extras. For the kids, add a colorful napkin or a children's favor once in a while — they'll tell you about it when they get home.

Food Freezer REALLY Helps

A lucky lady are you if you have a food freezer to help simplify your box lunch problem. And by "simplify" we mean just that. For instance, instead of preparing lunches on a day-to-day basis, why not prepare for a week-or-so ahead all at one time? It's only a little more work, and the problem is taken care of for days ahead.

Soups, sandwiches, pastries and cookies may be frozen ahead of time at your leisure. Then, quick as a wink, you can put together a variety of box lunches, drawing from the ample supply of packaged and labeled foods in your food freezer. When lunchtime rolls around the foods will be thawed and ready for eating.

There are a few simple suggestions to follow in "quantity sandwich-making."

(1) Have butter and margarine soft, ready for easy, quick spreading.

(2) Be sure to spread filling generously and evenly on bread to insure the thawing time of sandwich.

In Planning a Box Lunch Menu, A Food Freezer Comes in Handy

(3) Wrap sandwiches in moisture-vaporproof material and label for easy identification.

Ideas for Recipes

Picnic "Cook-out" Lunch

- *Ham Kebabs or *Grilled Hamburger Patties
- *Grilled Corn on the Cob
- Sliced Tomatoes & Onions
- *Rolls
- *Fruit Turnovers
- Beverage

* Starred foods are from the food freezer

DO'S AND DON'TS TO REMEMBER WHEN PREPARING THE FROZEN BOX LUNCH

DO'S

1. During the fresh-fruit season, freeze fruit in half-pint containers to include in the lunch-box at a later date.
2. Cupcakes, pieces of cake, individual pies, a wedge of pie, turnovers, bartype cookies or thin cookies may be frozen individually and used as needed.
3. Wrap all items individually in moisture-vaporproof material, label, and freeze as complete box lunch or individual items.
4. Pack sandwiches from freezer to lunch-box. They will thaw in 3 to 3½ hours, just in time for lunch.

DON'T'S

1. Do not freeze lettuce, celery, tomatoes or carrots as they will lose their crispness when frozen. Add these to the lunch-box after it has been taken from the food freezer. Diced celery, green peppers, etc. may be added to

fillings, provided you do not object to the fact that they lose their crispness when frozen.

2. Hard-cooked egg whites should be avoided in sandwiches as they develop off-flavors rapidly and become tough and rubbery in texture.

Hearty Working-Man's Lunch

- *Sliced Meat Sandwich (meatloaf, turkey, corned beef or ham)
- Hard Cooked eggs
- *Pickles and olives
- Vegetable Salad
- Apple and Banana
- *Wedge of Pie

Working-Woman's Lunch

- *Hearty Meat Broth
- *Bread and Butter slices or *Crackers
- Waldorf Salad
- *Cookies

Children's Lunch

- *Cream cheese on Date Nut Bread
- Celery Hearts and raw carrot curls
- Apple
- *Brownies

Basket Picnic Lunch

- *Fried Chicken
- Vegetable Salad Pickles & Olives
- *Bread & Butter Sandwiches
- *Devils Food Cup Cakes
- *Lemonade

SANDWICH FILLINGS

Pineapple Date Nut Sandwich Filling

- 1 (3 ounce) package cream cheese
- ¼ cup chopped nuts
- ¼ cup chopped dates
- ¼ cup drained, crushed pineapple
- Combine cream cheese, nuts, dates and pineapple
- Yield: ¾ cup, or filling for 5 sandwiches.

Prune-Peanut Butter Sandwich Filling

- ½ cup chopped, cooked prunes
- ½ cup peanut butter
- ¼ cup mayonnaise or salad dressing
- ¼ teaspoon salt
- Combine prunes, peanut butter, mayonnaise, and salt.
- Yield: ½ cup, or filling for 4 sandwiches.

Cream Cheese-Deviled Ham Sandwich Filling

- 1 (3 ounce) can deviled ham.
- 1 (3 ounce) package cream cheese
- Combine ham and cream cheese.
- Yield: ½ cup, or filling for 4 sandwiches.

Olive-Celery-Cream Cheese Sandwich Filling

- 1 (3 ounce) package cream cheese
- 2 tablespoons milk
- 2 tablespoons chopped stuffed olives
- 2 tablespoons chopped celery
- ¼ teaspoon celery salt.
- Combine cream cheese and milk until soft. Add olives, celery and celery salt.
- Yield: ¾ cup, or filling for 4 sandwiches.

New time! New night!
"Meet
Corliss
Archer"
every **FRIDAY** night



8:30 P. M.

LAST YEAR YOU
HEARD HER ON SUNDAY

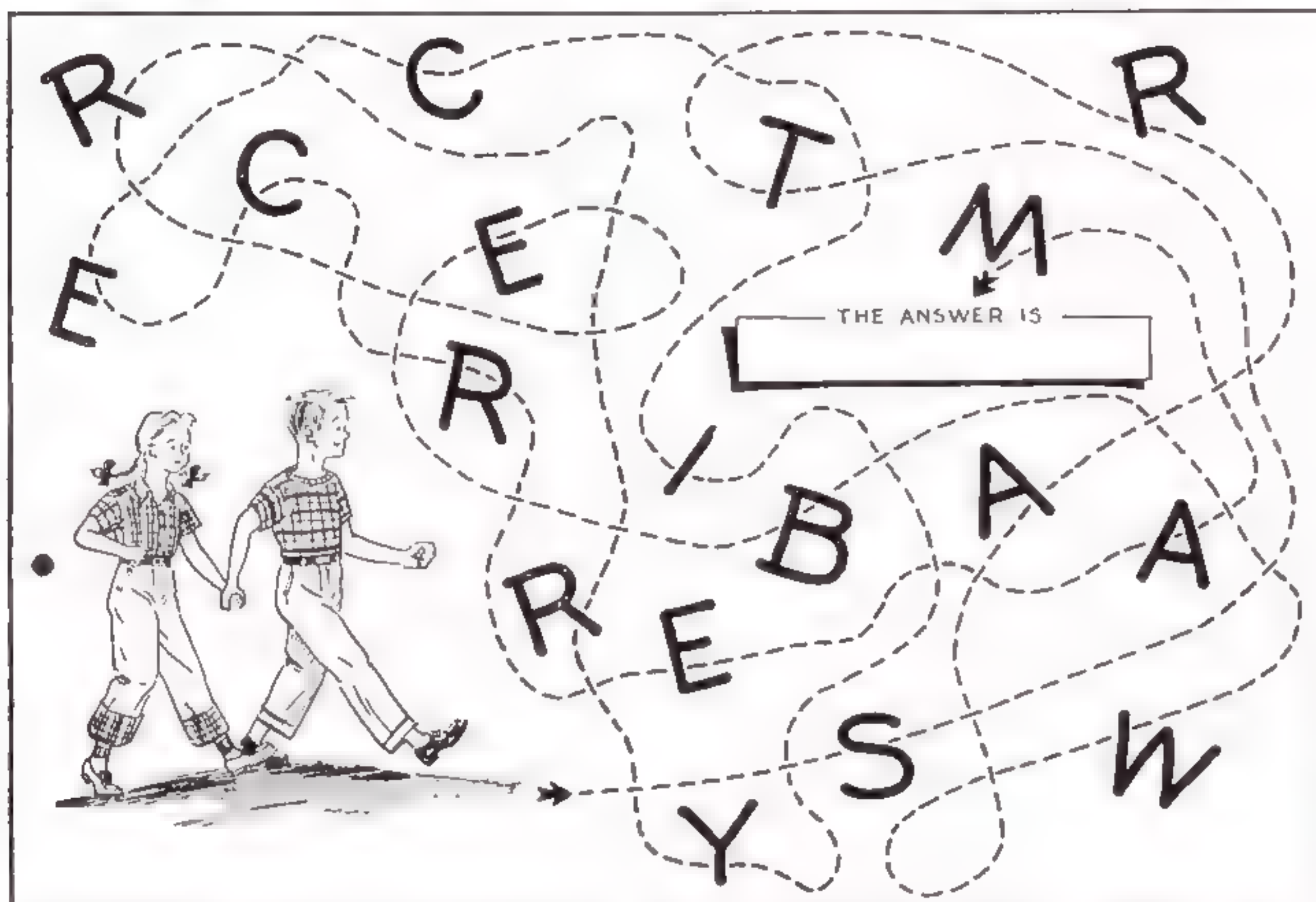
KFDM — Beaumont
WLCS — Baton Rouge

FUN FOR BOYS AND GIRLS!

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

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FOLLOW THE TRAIL AND SPELL THE ANSWER



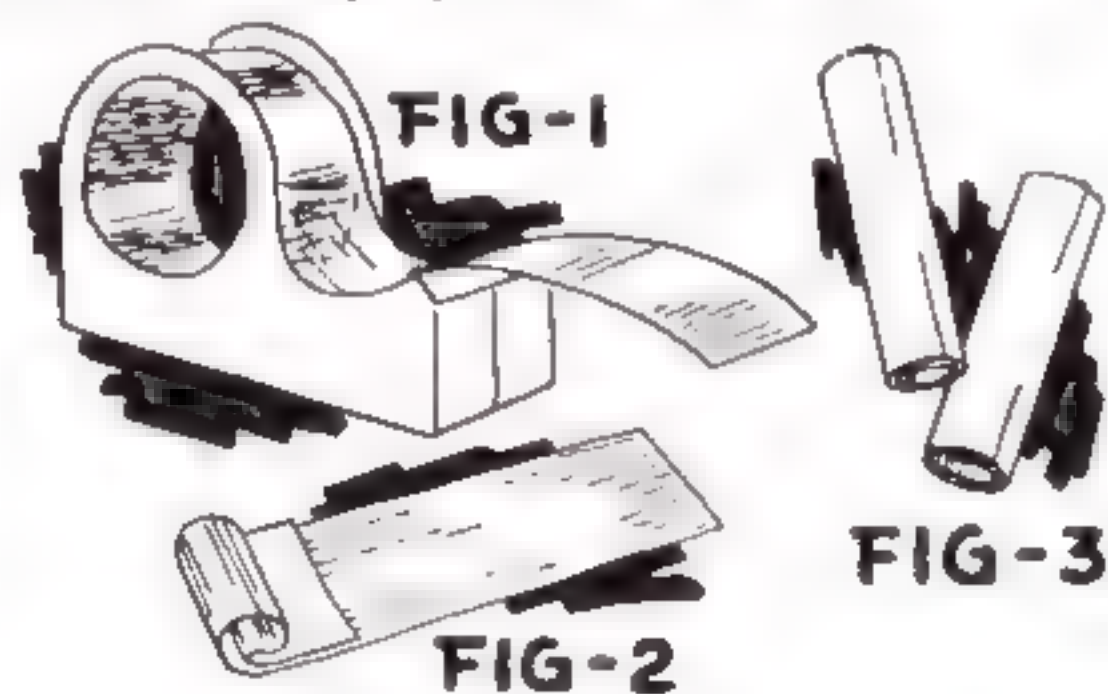
The solution to this puzzle is something good to eat. To discover what it is, follow the trail. As you pass through a letter, print it in the space for the answer. The right solution is printed elsewhere on this page.

A SCOTCH TAPE NECKLACE

By CAPPY DICK, Author of "The Stay-At-Home Book"

Scotch tape and red fingernail polish can be used to make an attractive necklace or bracelet.

A roll of Scotch tape is shown in Figure 1. Perhaps you have one around the

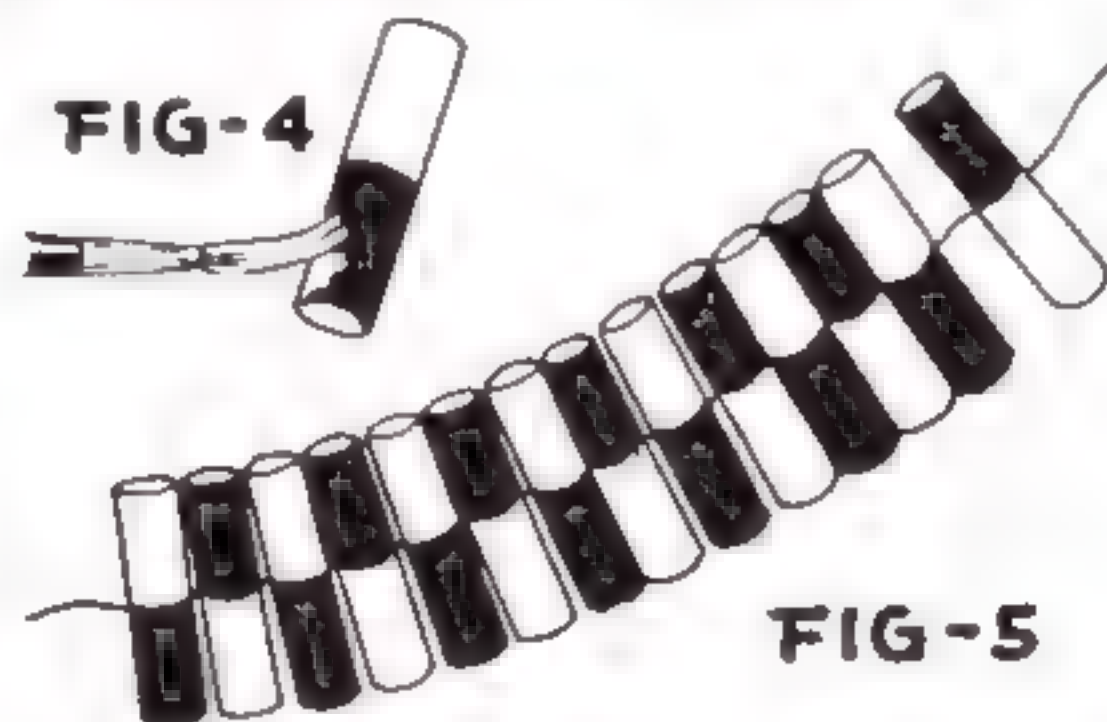


house that Mother will allow you to use for this fun-project. With scissors, snip off a piece of tape an inch and a half long. Fold over one half inch of it as in Figure 2 and then proceed to roll it. This will produce a little tube like those in Figure 3. Each tube is to become a bead in the necklace or bracelet.

When enough tubes have been rolled, apply red nail polish to them, covering one half of each as in Figure 4.

After the polish has dried you are ready to string the beads. Thread a needle and use it to pierce each tube from one side to the other at the center (Figure 5). A thimble will be helpful because it takes some pushing to get the needle through the rolled tape.

Draw the thread through the sides of the tube. Add beads in this manner until the necklace has been completed.



A bracelet is made in exactly the same way except, of course, that fewer tubes will be necessary. A set consisting of bracelet and necklace will be nice to wear; you may be sure all your friends will want to know how you made it.

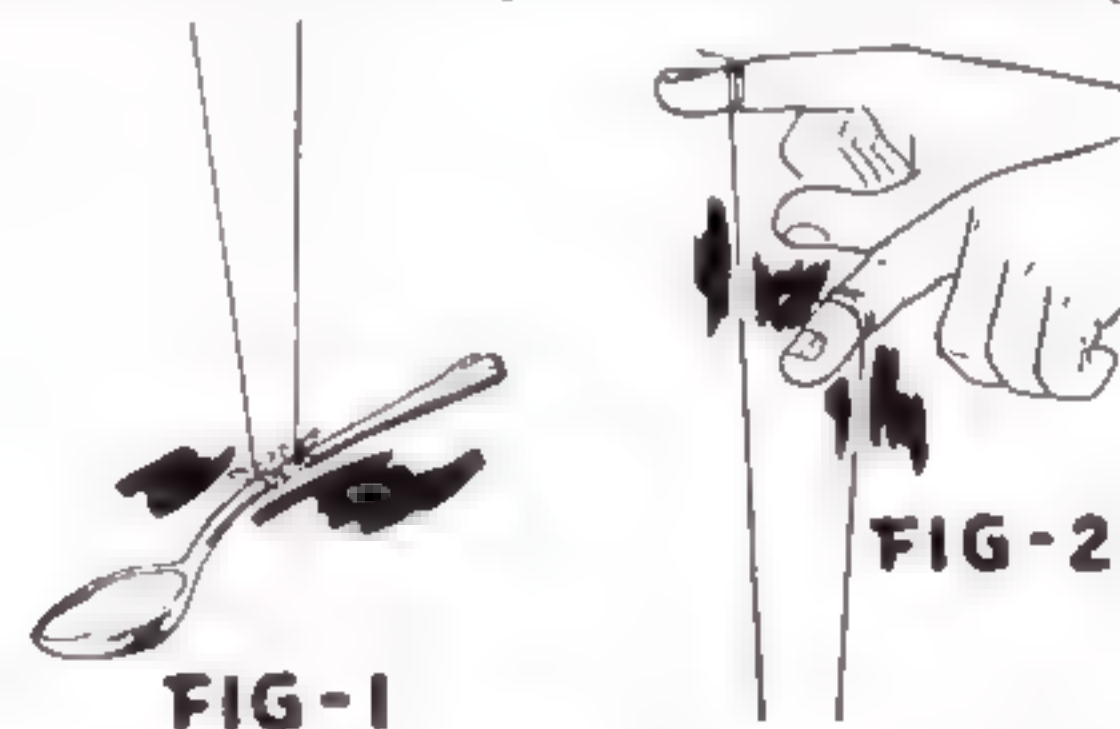
THE ANSWER TO THE PICTURE PUZZLE IS: "STRAWBERRY ICE CREAM."

EXPERIMENT WITH SOUND

You'll Need a Spoon, Some Thread and a Table

Did you ever think about sound—what it is and why you can hear it? First of all, sound is produced by waves in the air, the waves being set in motion by some vibration such as is caused when a drumstick strikes a drum.

Another interesting fact is that sound can be carried to your inner ear through



the bones in your head. This becomes an interesting experiment to try.

Tie two threads to a spoon as in Figure 1. Wrap the threads around the forefinger of each hand (Figure 2). Close your ears with those same two fingers so you can't hear ordinary sounds in the room.

Stand near a table. Lean forward and swing the spoon against the table's edge (Figure 3). Though your ears are closed, you will hear the sound of the spoon



conveyed by vibrations passing from the spoon to the threads, your fingers, the bones of your head and into your inner ears. The sound will be like that of a pipe organ.

SCHOOL YELLS

Where the blanks occur in these yells, use the name of the team your school is playing:

Wash 'em out! Wring 'em out!
Hang 'em on the line!
We can beat _____
Any old time!

We don't like candy!
We don't like soup!
We don't like _____
BOOP! BOOP! BOOP!



Mr. and Mrs. Bennie Lott, Beaumont, on the birth of a daughter August 30. The young lady, who weighed seven pounds, seven ounces, was named Pamela Ann. Pop works in general accounting.

Leon Williams, Silsbee serviceman, who has a new daughter, born July 7. She weighed nine pounds, seven ounces, and was named Robbie Lea.

Claude T. Wilkinson, Orange water department, upon the birth of a son, named Ronald Wayne and weighing five pounds, 15 ounces, on August 12.

Willis Armstrong, Orange t & d, whose wife gave birth to another son, named Joe Lee, on August 9.

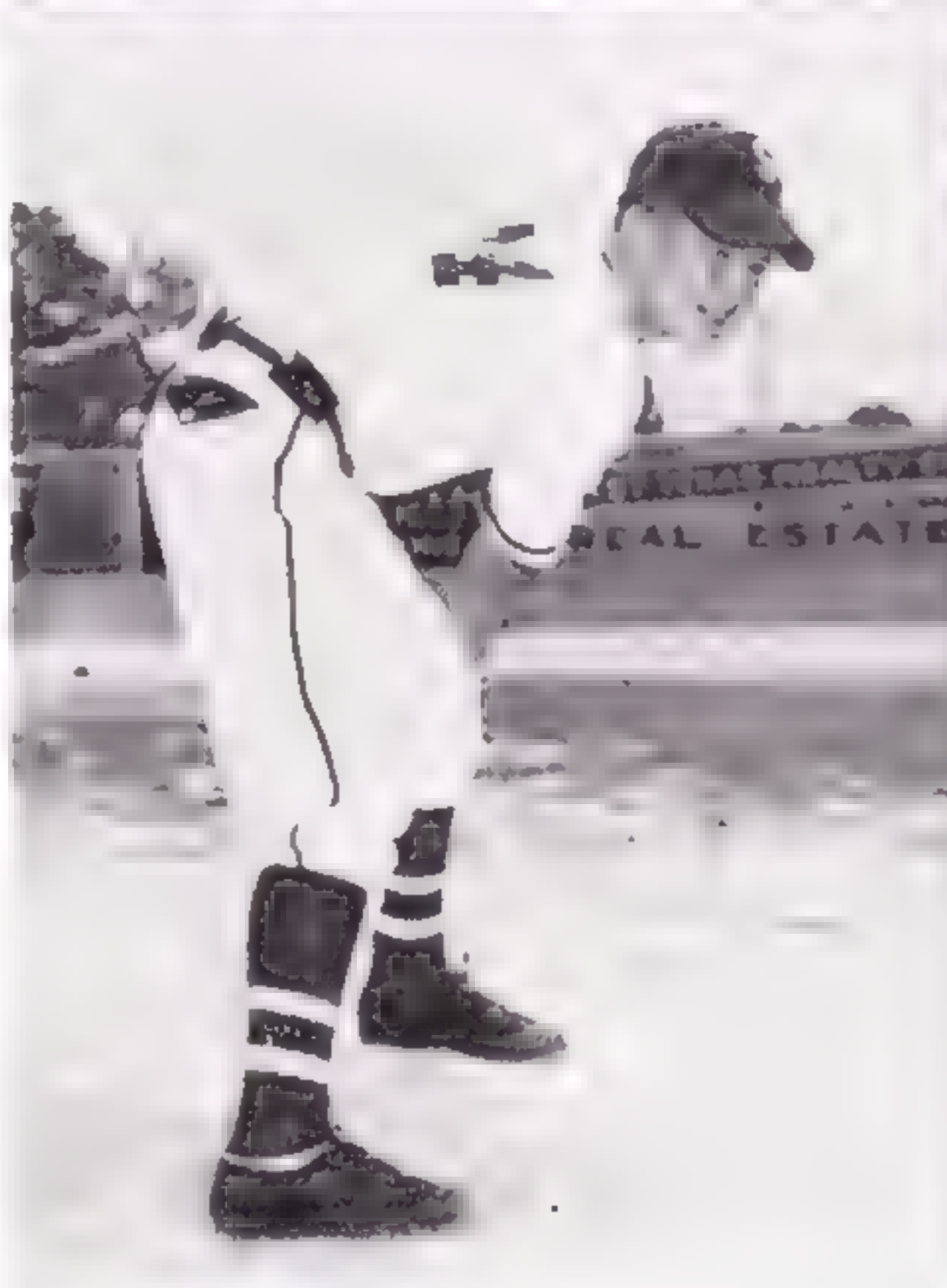
Preston Young, whose wife gave birth to a son August 12. Mr. Young is employed in the Orange meter department.

On Mr. and Mrs. Donovan McCoy, upon the birth of a daughter, named Loma Linda, on August 30. "Mac" works in the Jennings t & d department.

Mr. and Mrs. R. T. Fox, on the birth of a daughter, Cynthia Ann, on August 7, weight, seven pounds, 14 ounces. Mr. Fox is an auxiliary operator at Neches station, Beaumont.

L. J. Bertrand, whose wife gave birth on July 8 to a son, named Ronald, who weighed 4 pounds, 9½ ounces. The father is a sales representative for Gulf States in Lake Charles.

J. W. Jackson, meter reader in Cleveland and Conroe districts, whose wife gave birth to a son, Jerry Wayne, August 14.



IT WAS A BIG summer for baseball-playing sons of Gulf Staters. TOP LEFT is Bobby Jack, son of Mrs. Reba Willey, Orange sales department. RIGHT are Keith and Kent Hansen (l. and r.), sons of H. C. Hansen, assistant chief clerk in Beaumont. LOWER LEFT is Billy Dan Van Winkle, son of Morris Van Winkle, Silsbee serviceman.

Outages Affect Us All

The experiences of a Gulf Stater at home during service difficulties resulted in the following editorial in a recent issue of the Beaumont Journal:

LIGHTS OUT

"Night before last Kenneth Sutton, advertising director and public relations man par excellent for Gulf States Utilities company, was reluctant to call his company when everything electric (and everything in his home naturally is electric) went out and off.

"He finally did, though, and received the information that he and he alone was having trouble, that he had simply blown a fuse.

"So he fixed it.

"Shortly thereafter, everything electric went out and off again.

"Now Kenneth Sutton is a patient

man, but he is a man who likes his comfort too, and this wasn't comfortable, what with the heat and the uncertainty of moving around in the dark and the food spoiling and the quietness.

"He worked manfully, though, for exactly 27 minutes.

"Then Kilowatt became Reddy again.

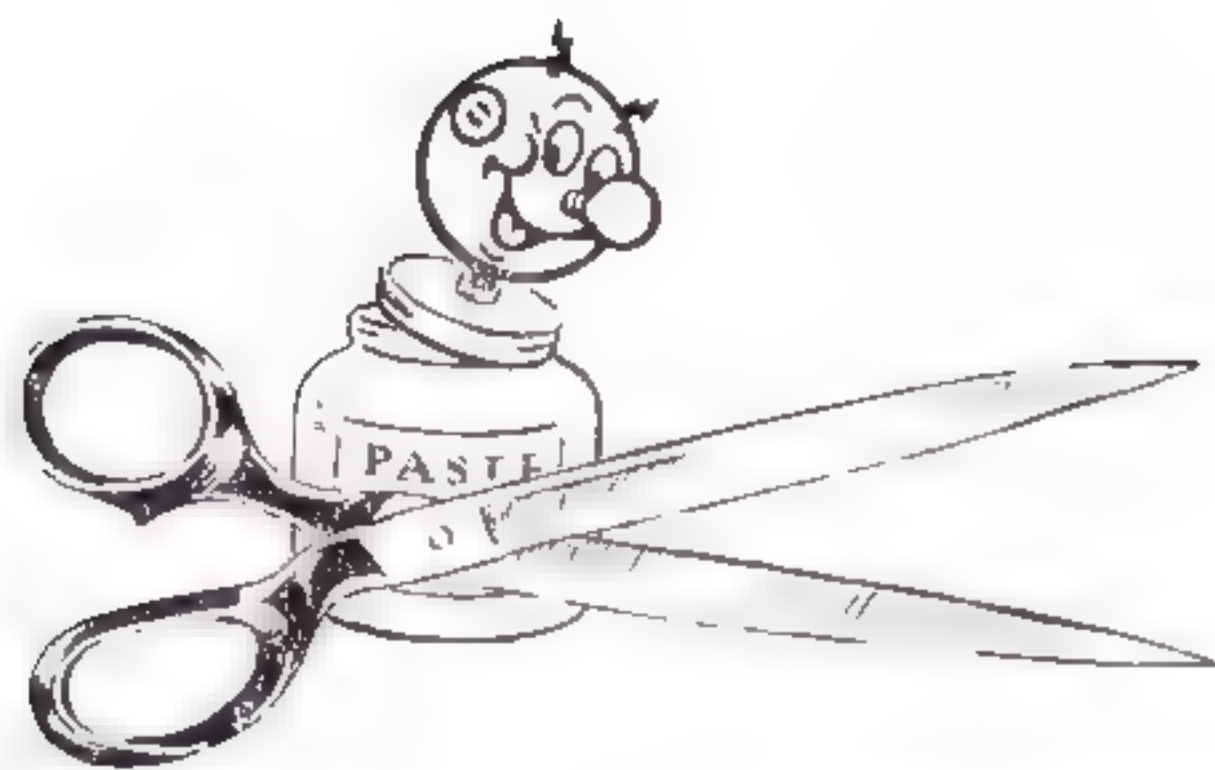
"Incidentally, if Kenneth Sutton himself hadn't been so involved in this lights-out business, he might be suspected of subtly selling the whole west end on the importance of electricity. No one in that temporarily darkened and heated section night before last seemed to mind the recent raise in electricity rates once the service was restored. Every house blazed like a downtown showcase as residents joyfully flipped switches."

GROWING with GULF STATERS



READING CLOCKWISE and starting at the top center — two daughters of JAMES KEY, Navasota, Sandra Ann and Evelyn Elaine, face the camera with smiles; at upper right is their new little brother, James Key, Jr.; armed horseman is Derek Barron, son of MRS. SHEELAGH BARRON of Orange, and his steed was shipped to him by grandparents in England; lower right is Michael Kerry Glover, a year old last month and the son of CHARLES A.

GLOVER of Gonzales; happy gentlemen at bottom center is Alvin Leon Bowen II, son of A. L. BOWEN of Beaumont, Neches Station employee; bottom left is Joyce Ann Guillot, daughter of MRS. MARY C. GUILLOT of Orange; at upper left the youngster taking to the soapbox at such an early age is John Marshall Geen, son of Beaumont employee J. M. GEEN.



scissors & paste

The Bottomless (?) Pork Barrel

One dollar out of every six paid in wage or salary goes to a government worker.

One civilian out of every ten works for the government, not for private industry. (In the past two years government payrolls went up 50 per cent, private payrolls only 26 per cent.)

Twenty-odd million Americans are on the government check-writing list for wages, salaries, subsidies, old age pensions, social security, veterans benefits, or some other form of government help.

By any man's standards this is a vast financial operation, but the laws about monopoly do not apply. Government is not subject to business rules. It need not make money or go broke. On the contrary, it costs Joe Citizen money,

if we can prevent the government from wasting the labors of the people under the pretense of caring for them, they will be happy

—Thomas Jefferson

puts him deep in debt, charges him \$4.9 billion annual interest. In 1910 each American owed \$12 as his share of the national debt. In 1951 each owed \$1,664 as his share.

Sample figures like these light up the effect of our 1933-52 revolution.

Election year is the time to weigh the advantages against the penalties of government that has become so big and decide what we ought to do about it.

The trend can be reversed but it takes doing. As long as so many of us want additional subsidies and services from government, big government will grow bigger. If the trend is to be reversed and government stripped of its fat, it will only be when people are convinced that they are prepared to do without some of the things big government provides the 20 million who

now collect government checks regularly. That takes courage, conviction, and stout leadership when so many of us have grown used to crowding at the public trough.

—Business Week

Government—A Trust

"What is government? Why was it created? What is its purpose?"

"Government," said Henry Clay, "is a trust, and the officers of the government are trustees; and both the trust and the trustees are created for the benefit of the people."

How many in government in Washington today recognize their position as a position of trust? Unquestionably there are many. But the upper echelons of our Federal Government are saturated with office holders who apparently know not the meaning of trust.

Supplementing those who are betraying the trust is a vast horde—at all

The history of government is the history of the limitation of government power, not the increase of it

—Woodrow Wilson

levels of government—who want to use the powers of their office to perpetuate their tenure and to advance pet schemes that have no place in government at all.

These advocates of big, paternalistic government deliberately disregard the basic purpose for which government was created. They would make government the end rather than the means. They have no appreciation of the sound philosophy expressed by W. E. Canning, who said, "The office of government is not to confer happiness, but to give men the opportunity to work out happiness for themselves."

Ed S. Burris
T. M. A.

Old Agencies Never Die

The President announced that he has asked the Housing and Home Finance Agency to advance \$3 million to the Department of Agriculture to buy hay for drought-stricken cattle.

It seems that once there was an agency called the Bureau of Community Facilities, which used to handle disaster relief. This outfit is now part of HHFA. Hay is for disaster relief. So the housing agency is in the hay business.

Old agencies never die—they don't even fade away.

Public Service Magazine

Inflation: a drop in the buck.

—Atlanta Journal

Something's Got to Give

Regardless of the political promises we are hearing these days, it may soon be necessary for Uncle Sam to reduce taxes in order to increase the Federal income.

That's right! The law of diminishing returns is finally here . . . and it really works. The liquor industry is today's prize example, for, in the first five months after Congress added \$1.50 more per gallon to the excise tax last November, the Government collected, not more, but nearly \$176 million less!

Middletown (Delaware) Transcript

So That's That

If you happen to be in the electric light and power business, a decent, honorable private enterprise which gives the American people the best and cheapest service in the world, and you happen to resent the Washington conspiracy to socialize your business, and you happen to tell the people your side of the story, then you are "trying to poison the minds of the people." Truman said so.

New York Daily Mirror

The Crucial Question

It is obvious that prosperity is going to be a major topic of discussion in the present political campaign. There is nothing the matter with that. Prosperity is a key concern of the voters in choosing a national administration.

To make the discussion of prosperity

A salmon, swimming up the Columbia River to spawn, passes under the jurisdiction of 12 Federal agencies.

—Best's Life News

really useful, however, it is important to ask and get answers to the right questions about it. The key question is not whether or not we have prosperity. That we have it in large measure is generally conceded.

The key question is, "How long can we continue to have prosperity?" The answer—not very long if we continue to rely primarily on new injections of inflationary federal expenditures. Santa Claus, be it remembered, is no youngster. If we continue our present improvident course, he will be worked to death. Those politicians, regardless of party, who see this clear danger and who have plans to escape it are facing up to the crucial question about our prosperity.—McGraw-Hill Publishing Company.

over the COFFEE CUP



Silsbee

There seems to be no shortage of Gulf Staters with sports-minded youngsters (see cover). Here in Silsbee, the son of serviceman **Morris Van Winkle**, 13-year-old Billy Dan Van Winkle, was instrumental in his American Legion junior baseball team's fine showing this year. With Billy Dan equally at home pitching and catching, they went to the finals at Austin . . . **L. N. Brannan**, Silsbee district superintendent, spent one week of his vacation visiting Hillsboro and other points, and busied himself painting the house and taking life easy during the other week . . . **Johnnie Johnson**, residential sales representative, resigned September 1 and accepted a similar position with a local dry goods firm.

Jennings

Ray Morris of the Jennings appliance department recently returned from Lockport, New York, where he vacationed with his parents . . . "**Mac**" **McCoy** of t & d was hoping he and his wife would have their new home completed when their new baby came to live with them, but the stork got his delivery dates mixed up . . . Received a card from **Mr. and Mrs. Robert Veilleux** telling of the wonderful time they were having on vacation in Rhode Island. They planned to visit Niagara Falls before returning to Jennings.

Cleveland

Before long, extensive remodeling and alteration of the Gulf States office in Cleveland will be completed, and the indications are it'll be a handsome sight indeed . . . Serviceman **Brent Powledge** has been on vacation in Mexico, getting in some hunting while he's there . . . **Lillian Majnik** is back in the office after two weeks in Colorado . . . **Barbara Jensen** has been elected to compete in the queen contest this year at the Trinity Valley Exposition at Liberty . . . **Roy Hudspeth**, Gulf States' manager at Cleveland, recently enjoyed a visit from his son, who's been overseas for two years.

Baton Rouge

Friends and fellow workers in Baton Rouge have been worried about the condition of **Verdith Parker**, vivacious customers accounts clerk, who suffered numerous cuts and bruises in an automobile accident not long ago while returning from Crowley with hubby and ex-Gulf Stater Bill Parker. Bill had been playing softball in Crowley and an employee companion, who had also played, was driving the Parker car. The driver dozed off just outside of Baton Rouge and the car ran broadside into another auto. Verdith was the only one hurt, and she was back at work after a week in bed. Her most serious scar is on the underside of the chin, where it hardly shows. Her friends are mighty thankful that she and Bill came out of the wreck in such good shape . . . **Marjorie Rameriz**, (Mrs. R., please) has swapped jobs with **Norma Alford** in the sales department. Marjorie is now at the receptionist desk on the sales floor and Norma is upstairs at the sales desk . . . **Sarah Holden** and **Cecil Tyler** will be glad when the heat pump is finally installed in their Denham Springs office. Seems the workers had to stir up quite a little dust to get it in right.

Harry "Shorty" Dent, the coffee king of the main office, makes his 30th year this fall . . . **Margie Fletcher**, who labored for Gulf States for eight and one half years before leaving the company to go North with her husband, Rudy, dropped in the other day to say "hello" to her old buddies. Margie and Rudy are employed at the big General Electric plant in Schenectady, N. Y. She still has her Southern drawl but she likes the Yankee country . . . **Jim Stelly** is all up in the air again about his New York Giants. Last year he put off his vacation until the last minute in hopes that the Giants would catch the Dodgers and he could see his life-long friend and star, Alvin Dark, in the World Series. The improbable happened, the Giants beat out the Bums, and Jim and **Billie Ray** went to New York with series tickets compliments of Lake Charles' own "Blackie" Dark. And it almost happened again but alas it didn't! . . . At most badminton games in Baton Rouge, watch out for "**Steady**" **Hays** and **Reeves Garrison** . . . The Lake Charles

bowlers have seen the Reddy Kilowatt bowling emblems, which the Baton Rouge players wear on the backs of their shirts, and they want some for their teams . . . Nominated for the most consistent father and son fishing team—**Louis Christian** and son **Louis Coleman Christian**. They get up, get out and get fish! . . . A visitor to the Gulf States coffee shop was overheard last month saying, "Now I know where the pretty girls in this town hide during the day. They're all up here at Gulf States!" Congratulations, personnel! **A. B. Wilson**, rural superintendent, had moving troubles last month . . . Football is in the air in this football-conscious community and already some ardent fans are bragging about their favorites . . . **George Covington** of the sales department predicts that the Clinton Wildcats will be state Class "A" champs. **Jim Turner** is a rabid L. S. U. Tiger, but is moaning about the rough Bengal schedule. Sales superintendent **Marcus Andrews** is a prep fan with no favorites; he likes the youngster brand of football, while Chairman of the Board **Tom Hanlon** is a Dutchtown booster.

Speaking of sports, the funniest happening of the year took place in the Baton Rouge Sales Department at this time last year when the final game of the Giants-Dodger playoff was played. The office was tense and hushed as the results were relayed via telephone. Then Bob Thomson of the Giants slammed the winning homer and the office went wild. A wide-eyed meter reader bounded up the steps and ran into **Joe DeJean**, now in Beaumont. "Who won, Joe?" cried the excited youngster. Joe looked around in bewilderment and whispered back, "Who's playing?"

Hit the Deck!

When residential sales representative Ed Wallace of Madisonville parked his company car at the Humble service station there on a recent Sunday, all he wanted was a wash-and-grease job.

But complications developed which produced one of the most unusual bits of damage to a Gulf States vehicle on record. To be specific, car no. 721 wound up with a "very good size hole" just below the rear window. Mr. Wallace relates, as the result of a shooting scrape near the service station.

Ed explains that someone started shooting at an attendant from across the highway, then came across the road and the episode was finished up in the service station driveway with both participants banging away. Car No. 721, which was on the wash rack at the time, was only one of the several cars which had been struck by stray bullets by the time the smoke cleared.

One of the men involved was wounded (but has recovered) and the other was placed in jail.



'X-ray Days' Held at GSU



HERE ARE THE LADIES who "shot" Gulf Staters during the three-day X-ray campaign. From left, they are Mrs. G. B. Bowen, Mrs. Nellie Hebert, Mrs. Mona Riley and Miss Kathryn Berry. In the picture to the left, Sherman West gets checked out before confronting the X-ray camera. Employees were notified of the results of their X-rays several weeks later by a confidential letter. In the picture at the top of the page, Miss Berry has a Gulf Stater press his chest flat against the machine for a clear X-ray.

...and 565 employees at Beaumont installations passed before the critical eye of the chest X-ray to forestall stealthy illness



PLANNED IN ADVANCE, the appearance of the mobile X ray unit at the service center (above) worked out to everyone's advantage in that lines rarely got any longer than this one. Employees passed in and out in a few moments.

BEAUMONT Gulf Staters had a chance to get a free chest X-ray in August, and several hundred of them took advantage of the opportunity. A mobile X-ray unit operated by the Beaumont Tuberculosis Association and owned by the city of Beaumont did the work.

Visits were made to the service center August 19, Neches station August 20 and to the main office August 21. At the service center, 200 employees passed through the unit, followed by 84 at Neches station and a turnout of 281 at the main office, to make a total of 565.

Large-scale public participation in chest X-ray campaigns has been de-

scribed as one of the most potent weapons against "t. b." because the disease often develops to a dangerous point before a victim realizes he is ill. In addition, the X-rays sometimes discover and record other disorders in the chest when a person is unaware of them, and improves chances of successful treatment.

The program is nation-wide in scope, and sale of the familiar association-sponsored Christmas seals furnishes the bulk of the funds needed to keep the X-ray units in business.

After the X-rays had been made and interpreted (Beaumont doctors volunteered their services free of charge after hours) it was found that Gulf

Staters, to all appearances, are a healthy lot.

The tuberculosis association reported that eight men will be asked to come back at the end of three months for another X-ray to check questionable areas; two women and eight men were found to have suspicious chests where tuberculosis is "suggested"; three women and eight men were referred to doctors for examination of heart conditions; and four women, one white man and two colored men were found to have "other pathology," which includes cysts and curvature of the spine.

But most of the 565 persons X-rayed came through with flying colors.



Workshops 'Spread Word' About Reddy

Vocational agriculture instructors from 37 state high schools in Southwest Louisiana attended the second annual Electric Workshop at its one-and-a-half day long session on the campus of Louisiana State University August 15-16. The workshop, rapidly becoming a fountainhead of electrical know-how for farm teachers in this part of the system, was sponsored jointly by the company, the Louisiana State Department of Education and this year, Louisiana Power & Light Company. Similar classes were held in Lafayette and Jennings, and all were well received.

The growing popularity of the workshop at L. S. U. was evidenced by a 50 per cent increase in the attendance over that of last year's inaugural meeting, when 25 instructors gathered in the Agricultural Engineering auditorium.

Purpose of the electric workshop is to ground farm teachers of the state in the basic principles of electricity, which has come to play such an important role in the development of the agricultural and dairying industries in this area. Through these men, the young farmers-to-be are brought into contact with electricity in all its versatility at the same time they are taught other subjects related to agriculture.

Popular among the instructors were such courses as Fundamentals of Electricity, Planning and Wiring Systems, Practical Wiring, Infra-Red Brooding, Soil Heating, Dairy Use and other practical applications of electricity to the farm.

An important part of the electric workshop, as attested to by a number of thank you notes received from the instructors after the session, was a guided tour of the Government Street service area, where the farm teachers saw firsthand the operating equipment necessary to give good service. This



WELCOMING A GROUP of vocational agriculture instructors to the second annual Electric Workshop this summer in Baton Rouge is Vice President Hal C. Leonard. No less than 37 instructors attended the session and returned to their respective high schools well posted about on-the-farm applications of electricity. It wasn't all work, however — at the close of the day-and-a-half workshop Gulf States was host to the group for a chicken barbecue at the Government Street assembly room.

tour, conducted personally by Superintendent of Transmission and Distribution J. B. Coltharp, Operating Supervisor F. G. Hornsby, Engineer Superintendent Austin Mary and General Line Foreman Frank Jones, created much favorable comment among the instructors.

Wrote one instructor:

"I feel that the down to earth training received by the teachers of agriculture will be invaluable to them in conveying to their students and to the people of their respective communities the value of electricity to the rural areas of the State."

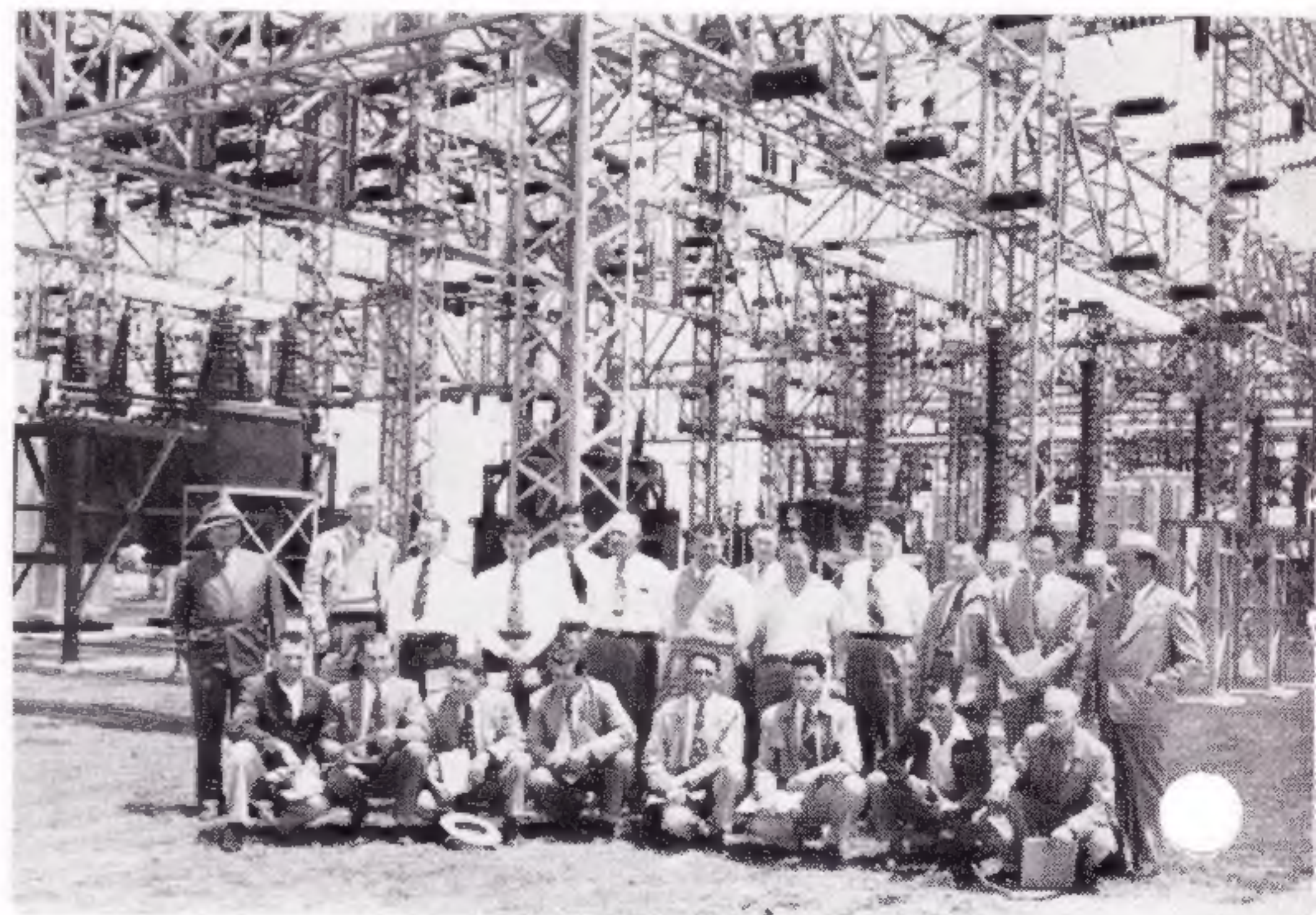
Said another: "I spent the greater part of my day yesterday in going over my notes and literature taken during the electrical workshop out at L. S. U. More and more I came to realize my

indebtedness to you and the staff for the thoroughness and helpfulness of this short course."

The Department of Education district supervisor write: "I would like to say that I have observed the tremendous increase in the job instruction of my teachers since we have had these workshops and the electric panels to teach with. My teachers are doing a good job with farm electricity in their young farmer and adult farmer groups. Thanks a lot for a most informative workshop."

The workshop was climaxed by a chicken barbecue at the Government Street assembly room. Hosts were C. F. Contois, Lamoyne Goodwin and Dick Krouse. Besides Mr. Goodwin and Mr. Krouse, Gulf States "farmers" are Charles Glass and Jim Richardson.

OTHER workshops have been held at Jennings and, in the case of this picture, Lafayette, where the instructors were shown some of the company's facilities in connection with their electricity schooling.



over the COFFEE CUP

(Baton Rouge News Continued)

Sam Sharp had a costly experience the other day while demonstrating his new (electric, of course) power lawn mower to friends. Seems Sam got so wrapped up in his new toy that he failed to notice that his glasses had slipped out of his pocket and into the pathway of the mower until too late. Sam sadly relates that there weren't even enough pieces of ground glass to put into Jerry Hotard's plate at lunch.

Beaumont

The vacation season was winding up last month, and a number of Beaumont GSU folks returned to harness after enjoying a break in the work routine. Among them were **Victor Gayle**, system director of sales promotion, who vacationed at Big Bend State Park, and **Mary Carlton**, general office receptionist, who visited Eagle Rock Ranch at Vimberly, Texas, with her sister and two grandchildren . . . **J. B. "Pat" Bishop**, assistant residential sales manager, enjoyed a visit from his uncle and two aunts as they journeyed from their home in Kentucky on a trip to the West Coast. All over 70 years of age, two of the trio were observing their 50th wedding anniversary, but the long trip apparently failed to dampen their enthusiasm as tourists. While on the coast they took part in a radio broadcast which Mrs. Bishop picked up here in Beaumont, and she telephoned her husband one afternoon at work. Mr. Bishop had the experience of hearing his relatives interviewed on the radio—over the telephone.

Advertising Director **Kenneth Sutton**, Assistant Treasurer **Glenn Richard** and **PLAIN TALKS** Scout **Hubert Collins** were red-faced with embarrassment on a visit to Conroe this month—they couldn't find the Gulf States office . . . **Mrs. Wanda Hodges**, the former Wanda Lewis, is no longer a "former Gulf Stater" and has returned to the fold now that her husband is overseas . . . Under "engagements" file another GSU lass, **Miss Eleanor Nauck** of the engineering department . . . One of the most loyal Texas A & M supporters in the state of Texas is **E. E. "Fig" Figari**, longtime Gulf Stater now occupied as assistant to system production manager. Fig. is an ex-footballer himself, sometimes takes a little good-natured ribbing for his loyalty to the Aggie cause. System Production Manager **Jack Reich**, visiting his daughter and her small children now in Seattle, Washington, mailed back this post card to "Mr. A & M Figari" at Beaumont: "Both Grandsons entering U of W with athletic scholarships—Jack." Due to personal friendships in Navasota, however, Mr. Figari forgave **PLAIN TALKS** for this month's cover—a picture of a football player from dreaded Rice Institute.

NECHES STATION—

W. A. Whitten was passing out cigars and candy just as soon as he received word that he was Grandpa. The parents of the little girl are George and Betty, both former GSU employees. Of course, Mr. Whitten left on the weekend to see the baby. He will also go to California to see his other son, Wilbert . . . **Betty Greathouse** has just returned from her vacation, which she spent getting her son started in school . . . **D. G. Dumas**, who has been in the Navy, returned to work last month . . . **R. H. Henckel** is enjoying his vacation. He first went to Lafayette, Louisiana, to enroll his son, Roy, Jr., in S. L. I. for his second year. Then he went to Albuquerque, New Mexico, to see his daughter and family, then to Tennessee and Lookout Mountain.

Ellie Prejean and **Earl Griffith** spent a recent weekend at the beach fishing. Ellie told us all week that he would catch plenty of fish, but we noticed that he came back empty-handed. Earl brought back some flounders . . . **R. Guidry** is spending his vacation at El Paso and Corpus Christi . . . **H. P. Bell** is building a new greenhouse during his vacation . . . **R. H. Lawton** has had a busy September. He spent a pleasant weekend at Morgan City, Louisiana, with his daughter and her family. And he took Richard to College Station to enroll him in A. and M. . . . **C. O'Brien** took his daughter, Rose Marie, to Huntsville to enroll her in Sam Houston State Teachers College.



TWO CONROE EMPLOYEES this month took time off to talk lighting with **C. B. Barron**, director of commercial sales, system, while he was in the district for a visit. They are **Mavis King**, center, and **Phyllis Cummings**, right.

REDDY WELCOMES

BEAUMONT

Baird, Donna Lee, Accounting
Bishop, Kenneth D., Engineering
Braquet, Jo Oubre, Accounting
Bridges, Kenneth R., Production
Brinson, Margaret L., Accounting
Edde, Nova Joyce, Sys. Engineering
Fox, Norwood P., Sys. Engineering
Jones, Dorothy B., Sys. Engineering
Kushner, Frances M., Accounting
Lowe, Betty June, Accounting
McDougle, Lonnie C., Accounting
Mericle, May, Accounting
Parish, Jacklyn B., Accounting
Powell, Rose B., Accounting
Priest, J. E., Accounting
Radley, Clyde B., Production
Ridley, Van R., Sys. Engineering
Riggs, Lloyd E., Jr., Sys. Engineering
Vincent, Percy J., Storeroom
Wilson, Wanda R., Stenographic

BATON ROUGE

Clower, Barbara, Purchasing
Dyess, Vance H., Production
Goodwin, Lomax C., Production
Harrington, G. Y., Production
Henry, Lynell J., Production
Kelley, E. D., Production
Slocum, D. W., Jr., Production
Williamson, R. C., Production

LAKE CHARLES

Hale, James M., Production
McCrosky, T. K., T & D
Valerie, Alexander, Production

PORT ARTHUR

Powell, Gloria J., T & D

NAVASOTA

Massey, Martha J., Accounting

HUNTSVILLE

Vick, Norman G., Meter
Yates, Robert A., T & D

JENNINGS

Mouton, Adron L., T & D

SULPHUR

Rasbury, Jimmie, Meter

CLINTON

Fazende, Irwin W., Meter

RE-INSTATED FROM MILITARY SERVICE

Dumas, Dan G., (Beaumont),
Production

Marriages

Juanita Van Winkle, daughter of Mr. and Mrs. Morris Van Winkle of Silsbee and former Gulf Stater in the Stores Accounting department, became the bride of **William Cloud** of Beaumont August 22. The couple make their home in Lafayette, Louisiana, where Mr. Cloud is employed with Sun Oil Co.



SAFETY PAYS OFF!

Safety pays off! If you don't believe it ask one of your nearly 1000 fellow employees who recently have received one of these handsome GSU awards for being safe. The plates, decorated with Gulf States scenes, were given to operating personnel in the sixth semi-annual Personal Injury and Motor Vehicle Safety Contest which ended July 31.

All competing employees were members of some team and winners were determined on a basis of team score. **SINCE SAFETY IS ALL FOR ONE AND ONE FOR ALL, MAYBE YOU DIDN'T GET A PLATE BECAUSE ONE OF YOUR TEAMMATES FELL DOWN ON THE JOB!** Of course the reward of handsome prizes for being **SAFE** in a nice payoff — but even more important is the payoff in lives, limbs and happiness — **YOURS AND YOUR FELLOW WORKERS!**